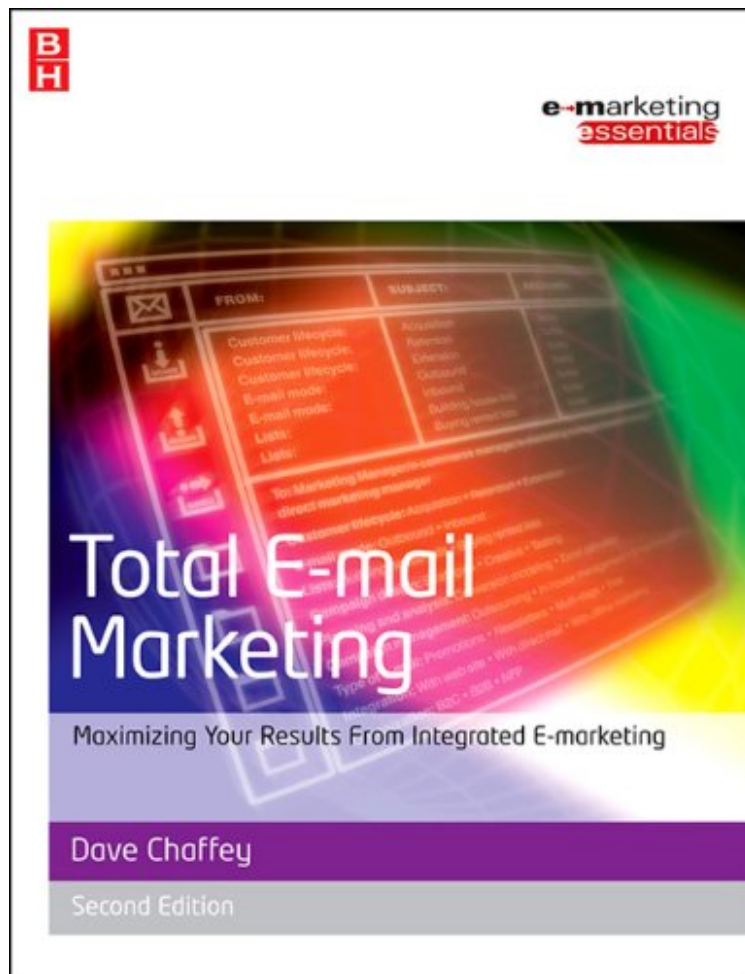


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## Total E-mail Marketing, Second Edition: Maximizing your results from integrated e-marketing (Emarketing Essentials)

*Dave Chaffey*

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**Dave Chaffey : Total E-mail Marketing, Second Edition: Maximizing your results from integrated e-marketing (Emarketing Essentials)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Total E-mail Marketing, Second Edition: Maximizing your results from integrated e-marketing (Emarketing Essentials):

0 of 1 people found the following review helpful. Very Practical and Useful Coverage of Email Campaigns By Arnold L. Chandler The book serves very well as an introduction and practical guide to conducting email marketing campaigns. It is one of the best resources I've come across. 0 of 5 people found the following review helpful. A Must Read By Day This in-depth book covers all aspects of e-marketing and e-mail. Very comprehensive and informative and will help any interested in learning more about the processes from segmentation to implementation.

E-mail is a powerful marketing communications tool which excels at developing relationships with existing customers and acquiring new customers. This second edition builds on the author's successful formula, describing a practical approach to e-mail marketing for all marketers looking to exploit its potential or take their e-mail to the next level. Total e-Mail Marketing 2e draws on expertise and latest examples from leading European practitioners to detail practical tips to improve campaign results. Packed with brand new case studies and checklists to get you started or improve on past campaigns, the book covers all aspects of e-mail marketing, including: \* Planning effective, integrated e-mail campaigns and e-newsletters \* How to rapidly build a quality house list and select the best tools to manage it \* Ethical and legal constraints in a fast-moving sector \* Design and write HTML and text format e-mails for maximum response \* Getting through the SPAM filters to maximize deliverability \* Targeting, personalizing, measuring and improving e-mail campaigns \* Integrating emerging technologies like blogs, RSS and mobile messaging \* Practical dos and don'ts A vital supplement to the author's book e-Marketing eXcellence, also in its 2nd edition and co-written with PR Smith, this text is relevant to all marketers - specializing in e-marketing or not - as it offers an integrated campaign perspective and shows how to maximize integrated e-marketing results.

From the Back Cover[Front Flap] Total e-Mail Marketing 2e: Maximizing your results from integrated e-marketing, is a volume in the Butterworth-Heinemann/Elsevier E-marketing Essentials Series which has been created to provide in-depth guidance on best practice for digital marketing. The series is focused on helping marketers, e-marketing specialists and students understand how organizations can maximize the contribution from their online channels to market. The series editor is Dave Chaffey ([www.davechaffey.com](http://www.davechaffey.com)) who is a specialist e-marketing trainer, consultant and author. Recent in-company training and consulting assignments include 3M, BP, CIPD, HSBC and Tektronix. He is a trainer for the Chartered Institute of Marketing and was editing contributor to the IDM Digital marketing qualifications which this series supports. [Back Cover] E-mail is a powerful marketing communications tool which excels at developing relationships with existing customers and acquiring new customers. The second edition of this bestselling text builds on the author's successful formula, describing a practical approach to e-mail marketing for all marketers looking to exploit its potential or take their E-mail to the next level. Total e-Mail Marketing 2e shows how to run effective e-mail campaigns aimed at both customer acquisition and retention. The book covers much more than guidelines on e-mail creative. It explains in detail how to plan and execute e-mail campaigns which integrate with other online and offline communications and shows where e-mail marketing works and where it shouldn't be used. The book draws on expertise and latest examples from leading European practitioners to detail practical tips to improve campaign results. Packed with brand new case studies and checklists to get you started or improve on past campaigns, the book covers all aspects of e-mail marketing, including these topics: \* Planning effective, integrated e-mail campaigns and e-newsletters \* How to rapidly build a quality house list and select the best tools to manage it \* Ethical and legal constraints reflecting the latest changes in a fast-moving sector \* Design and write HTML and text format e-mails for maximum response \* Getting through the SPAM filters to maximize deliverability \* Targeting, personalizing, measuring and improving e-mail campaigns \* Integrating emerging technologies like blogs, RSS and mobile messaging \* Practical dos and don'ts Highly structured and designed for maximum accessibility, the book incorporates 'E-mail marketing Insights' boxes which highlight critical factors for success, 'E-mail marketing Excellence' boxes giving real-world examples of best practice and 'Campaign Checklists' to help you devise and check campaign plans. A vital supplement to the author's book e-Marketing eXcellence, also in its 2nd edition and co-written with PR Smith, this e-mail marketing handbook is relevant to all marketers - whether they specialize in e-marketing or not - as it offers an integrated campaign perspective and shows how to maximize integrated e-marketing results. [Back Flap] Other books in e-Marketing Essentials include: eMarketing eXcellence 2e + imageContent is king + imageSearch marketing strategies + imageAbout the Author A leading internet marketing consultant, trainer and author. Recognised by the CIM as one of 50 gurus who have shaped the future of marketing, Dave is an examiner on the CIM e-Marketing Award and course director for CIM e-marketing workshops since 1997. He is the managing director of Marketing Insights Limited and also lectures in e-business at the Universities of Cranfield, Leeds and Warwick.