



Effective E-Mail Marketing: The Complete Guide to Creating Successful Campaigns

Herschell Gordon Lewis

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E-mail is today's most powerful marketing medium. It is also the most misunderstood. This dynamic book dispenses with incomprehensible theories and conflicting rules to explore real-life examples of e-mail campaign successes and failures -- explaining exactly why each soared or sank.

Over-mailing * Under-testing * Poorly constructed messages * Effective E-Mail Marketing shows marketers how to avoid these and hundreds of other problems, and how to craft messages that build rapport -- and sales -- to consumers worldwide. All marketers using the Web will want to look here first to learn the truth about:

- * Adapting mass-market messages to this one-to-one medium
- * Strategies for increasing mailing frequency without increasing ""opt-outs""
- * Techniques that reach through the screen to grab the reader
- * Words and phrases that drive response -- and those that guarantee rejection

At last, a book full of hard-boiled e-marketing tips to replace unproven theories!

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