



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

*Herschell Gordon Lewis*

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**Effective E-Mail Marketing: The Complete Guide to Creating Successful Campaigns** Herschell Gordon Lewis

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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