

《Email Marketing: An Hour A Day(9780470386736)》

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内容简介

If the idea of starting an email marketing campaign overwhelms you, the authors of *Email Marketing: An Hour a Day* will introduce you to email marketing basics, demonstrate how to manage details and describe how you can track and measure results. Case studies, step-by-step guides, checklists, quizzes and hands-on tutorials will help you execute an email marketing campaign in just one hour a day. When you feel comfortable with the basics, learn how to use video and audio enabled email, implement tools like mobile devices and leverage social networks.

作者简介

Jeannie Mullen is the Executive Vice President and Chief Marketing Officer for Zinio and VIVmag and is also the founder and Chairperson of the Email Experience Council. She is an expert in the email and online marketing world and has more than two decades of experience helping B2B and B2C clients such as IBM, Yahoo!, and American Express harness the power of a digital dialog to drive revenue, improve brand impact, and enhance customer relationships. David L. Daniels is a multichannel marketing consultant who has been the leading analyst voice shaping the email marketing industry. David currently serves as Vice President and principal analyst with Forrester Research. Prior to his role as an industry analyst, David held senior level positions at Apple, Urban Outfitters/Anthropologie, MicroWarehouse, Genesis Direct/ProTeam, and CDA Computer Sales.

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