

EMAIL MARKETING MOJO



**USING EMAIL MARKETING
TO EXPAND TRAFFIC**

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Foreword

Generally email marketing is more effective in many ways because of several underlying factors. These factors contribute to the positive attraction to use email marketing as a viable tool. This will show you how.



Email Marketing Mojo

Using Email Marketing To Expand Traffic

Chapter 1:

E-mail Marketing Basics

Sending email is first and foremost the cheapest if not a cheaper way of communicating. With the element of having the essence of a more personal tone and touch the email marketing tool is able to deliver this sentiment quite well.

