

Table of Contents

INTRODUCTION	3
CHAPTER 1 – WHAT’S EMAIL MARKETING AND WHY YOUR BUSINESS NEEDS IT .	6
WHY YOUR BUSINESS SHOULD IMPLEMENT EMAIL MARKETING	9
CHAPTER 2 – GETTING STARTED WITH EMAIL MARKETING	14
ESTABLISHING YOUR GOALS AND OBJECTIVES	14
BUILDING YOUR BUSINESS EMAIL LISTS	15
CHOOSE THE TYPE OF CAMPAIGN YOU WANT TO SEND	16
CREATING YOUR FIRST EMAIL MARKETING CAMPAIGN	21
CHAPTER 3 – BUILDING YOUR MAILING LIST	23
LEAD MAGNETS	24
CHAPTER 4 – WRITING EMAILS THAT WILL INSPIRE YOUR AUDIENCE TO TAKE ACTION	29
UNDERSTANDING YOUR AUDIENCE	30
PARTS OF AN EMAIL	31
KEEPING YOUR EMAILS BALANCED	33
WRITING GREAT SUBJECT LINES.....	34
BEST PRACTICES TO FOLLOW WITH YOUR EMAIL.....	35
CHAPTER 5 – MEASURING RESULTS AND OPTIMIZING YOUR STRATEGY.....	39
DELIVERY RATE AND BOUNCE RATES.....	40
DEFINING YOUR GOALS.....	43
CONTINUOUS OPTIMIZATION	44
CONCLUSION	45