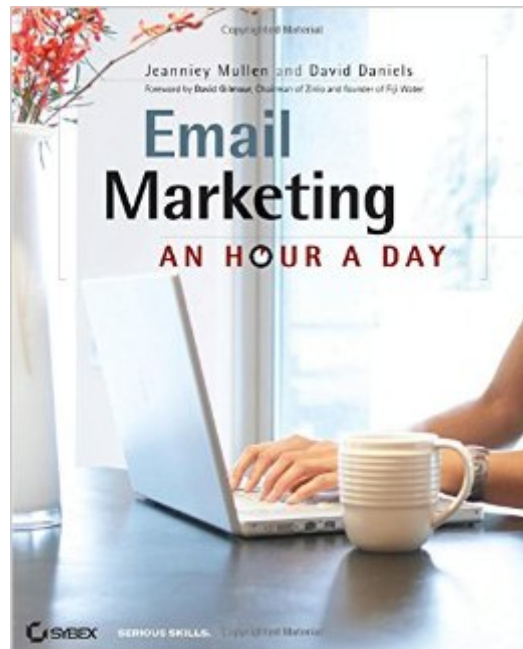


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# Email Marketing: An Hour A Day



## Synopsis

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.

## Book Information

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## Customer Reviews

Jeanniey Mullen and Dave Daniels have written an easy to read, accessible and rewarding guide to email marketing that will appeal to both the novice and the trained professional. As a experienced email marketer, I found this to be a interesting read and even with more than a decade of experience I learned something new on almost every page. This book spells out how to develop and execute your email marketing campaigns more effectively than any other book on the market today. It draws from the authors' deep experience as practitioners and analysts, as well as their experience as vendors and customers. In short, they have the perspective from their experience that benefits all types of readers. Those new to email marketing will get the boot camp they need; those with more experience will find new tactics and information that will freshen their approaches. If you want to learn about email marketing - or learn more about how to be more effective - I recommend this book highly.

I am vitally interested in the topic of email marketing and wish to use it more effectively to promote my website [...], so I purchased this book based on the single review and sadly the title and subtitle. After reading half of the book I discovered that this book is for large companies that have large marketing budgets. If you have the budget to out-source your email marketing campaigns this book might be useful, but if like mine your business is smaller or entrepreneurial in nature this book won't be much help. The subtitle "An hour a Day" captured my attention, but was not mentioned once in the introduction or first half of the book. My guess is that IF you could out-source your email marketing then you MIGHT be able to handle it in an hour a day. The authors come from their experience in working in their internet marketing service, and it appears that this book is a means of promoting their services, which is okay. Some of the insider jargon used in the book makes it difficult for the average reader. In purchasing this book I expected to learn techniques and methods that I could implement, unfortunately this book didn't deliver for me. For my money Simms Jenkins book, *The Truth About Email Marketing*, was much more helpful reference.

This book is an excellent resource for anyone that does email marketing. It's a great reference for CAN SPAM laws, HTML email design, producing powerful content, and reviewing metrics. I haven't read every section, but I have it next to me when I need assistance.

I'm only on page 35 and have stopped reading. I've already encountered 4 typos over just 35 pages. 'Federak Express'? It took me a minute to realize they were talking about Federal Express/Kinkos. Other sections, like explaining why transactional emails may be exempt from the 2003 CAN SPAM Act are very vague - the authors take several pages to go on about how some companies use these types of emails to promote their goods/services w/o coming out and saying they're doing this to get around the sending emails to customers who have not opted in to receiving emails from them. A good portion of the examples talk about the authors' own marketing efforts and how amazingly effective they are w/o explicitly disclosing that these examples are from their own companies. This book is definitely going back. The poor proofreading is really the icing on the cake - I can't believe in this day and age email marketers that talk about brand equity could have put so little effort in their own work!

The relevant, useful, non-obvious content of this book could be summarized in a two page article, if that. I'm looking at the book right here, in front of me, and I still can't see how they filled up 250+

pages. This book leaves me more convinced than ever that email is yesterday's technology, and that the future of digital marketing is through other channels. If you just can't resist, then do what I did: check it out at the library first, before putting down your hard-earned money to buy.

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