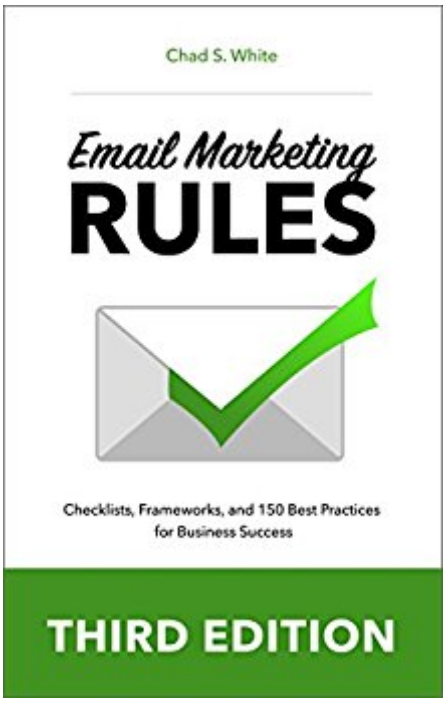
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Email Marketing Rules: Checklists, Frameworks, And 150 Best Practices For Business Success



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Synopsis

Email marketingÃ¢â ¬â„¢s power is matched only by how incredibly misunderstood it is.Email Marketing Rules demystifies this vital channel, taking you step by step through 150 best practices, providing extensive tactical checklists, and giving you strategic frameworks for long-term success.Updated and greatly expanded, the 3rd Edition of Email Marketing Rules will help youÃ¢â ¬Â¦Set the right program goals by understanding Ã¢â ¬Å“deep metricsÃ¢â ¬Â• and properly interpreting campaign, channel, and subscriber metricsBuild high-performance lists by identifying valuable subscriber acquisition sources, using appropriate permission practices, and managing inactives wiselyEnsure your emails are delivered by understanding the factors that cause inbox providers to block sendersCraft relevant messaging with effective subject lines, savvy designs, and smart targetingAutomate your messaging so you address moments that matter and create highly engaging subscriber journeysDevelop solid workflows that avoid errors and speed up production

Book Information

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Customer Reviews

Everyone in the email marketing industry is talking about the book ÃƒÂ¢Ã â ¬Ã Å“Email Marketing

Rules,ÃƒÂ¢Ã â ¬Ã Â• by Chad White and I must join in the conversation! I use it daily as a reference guide and highly recommend you do too.

Ã Â Hi IÃƒÂ¢Ã â ¬Ã â„¢m Douglas Burdett, host of The Marketing Book Podcast and IÃƒÂ¢Ã â ¬Ã â„¢d like to tell you about new, 3rd edition of the book "Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success" by Chad S. White.Email is one of the most powerful and misunderstood marketing tactics available these days.When email marketing is properly executed, it can dramatically improve your marketing, sales, customer retention, recruiting and more. But you have to know what youÃƒÂ¢Ã â ¬Ã â„¢re doing. ThereÃƒÂ¢Ã â ¬Ã â„¢s a lot more involved than just blasting out your message. And thatÃƒÂ¢Ã â ¬Ã â„¢s where the misunderstood part comes in. One of the biggest marketing crimes committed these days is treating email like an outbound, interruptive marketing tactic. There are a few big reasons why thatÃƒÂ¢Ã â ¬Ã â„¢s particularly harmful for the sender.First, it doesnÃƒÂ¢Ã â ¬Ã â„¢t work very well because with email marketing you have to remember that you have been invited to the recipientÃƒÂ¢Ã â ¬Ã â„¢s inbox. Oh, you werenÃƒÂ¢Ã â ¬Ã â„¢t invited? Well then, prepare for repercussions. One of the repercussions is that the recipient wonÃƒÂ¢Ã â ¬Ã â„¢t like you and want to do business with you. You are working toward becoming known, liked and trusted, right? Another is that the email marketing world, particularly the services that run your inbox, are keeping track of who is a poorly-behaved emailer. Misbehave and your company could find that any emails from your company may no longer get through to the recipients.ItÃƒÂ¢Ã â ¬Ã â„¢s sort of like the effect of a search engine that is moving your search results down into obscurity. ThatÃƒÂ¢Ã â ¬Ã â„¢s right, companies are actually doing harm to themselves with their email. And thatÃƒÂ¢Ã â ¬Ã â„¢s actually worse than that you might also be breaking the law depending on which country youÃƒÂ¢Ã â ¬Ã â„¢re in. If your organization is doing any form of email marketing, you really canÃƒÂ¢Ã â ¬Ã â„¢t afford not to read Email Marketing Rules or at least have the people responsible for your email marketing read it.And to listen to an interview with Chad S. White about "Email Marketing Rules", visit MarketingBookPodcast.com

Email Marketing Rules is a well thought out book on the realities facing email marketing as a business practice and contributing marketing function.Chad has done a great job of creating something that is easily digestible whilst empowering readers to create change through some known and unknown rules.Whether you've been handed the reins of an email marketing program

and have no experience or your well versed in email there are actionable things you can take away from this book.As someone who works heavily in the Marketing Automation space, I'll loved reading this because email is still the foundation of a lot of my work. It also reaffirmed notions I've not seen captured or fully thought through in regards to things as basic as surface level metrics and deeper business altering metrics all the way through to communicating success in this channel to business leaders.

Surprisingly, Chad White has found a way to improve upon older editions of his work. In addition to crucial updated content, he has also added various figures that illustrate ideas and will help marketers understand otherwise complex marketing strategies.Email, as a communication tool but especially as a marketing channel, is constantly evolving and reinventing ways to be more valuable for the end-user. Mr. White covers concepts on which I advise my own clients with great clarity and accuracy, like the importance of marketers understanding and anticipating user lifecycle, conceptual best practices, and also includes various tactics and examples to help convey them.Lastly, this work covers the complex world of email deliverability in a way I haven't seen in a mainstream medium before. ISPs like Google and Microsoft only view your content as valuable if their users *show* them they think as much, regardless of how great you think it is. The only way to be successful in email is to be dynamic in your tactics and own deliverability as a sender.I'm using this work to help educate my clients, make sure my methodologies are sharp, and as an email nerd, also for enjoyment. :)Seth CharlesEmail Deliverability Consultant for SendGrid

This is my third Chad White read and I continue to love his books. In my opinion, these are the text books that any digital marketer should have on their shelf or desk for quick reference. Not only is the nomenclature of email broken down in to digestible terms and concepts, the recommendations woven throughout are truly best practices. Whether you are a seasoned expert in the field of email marketing or you are just starting in your first job, these are the books you'll want. Bravo, Chad!

Email Marketing Rules is the Wikipedia of email marketingÃƒÂ¢Ã â ¬Ã â •a comprehensive all-in-one resource covering everything you need to know about email marketing strategy and execution. You'll find practical guidance on literally every aspect of email: building an engaged list of subscribers, staying out of the spam folder, measuring ROI, creating content and designs that meet your goals, testing & optimization... even how and when apologize when you make an email marketing mistake.Chad writes in an engaging, clear, and actionable way, breaking down the

complexity of email into simple rules and checklists that make up the guiding principles of successful email campaigns. If you're just starting out in email, read this book cover-to-cover to understand the foundations of how and why you should build an email marketing program. If you're an industry veteran, keep this book handy as a quick reference for the times you need a refresher or simply want some inspiration.

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