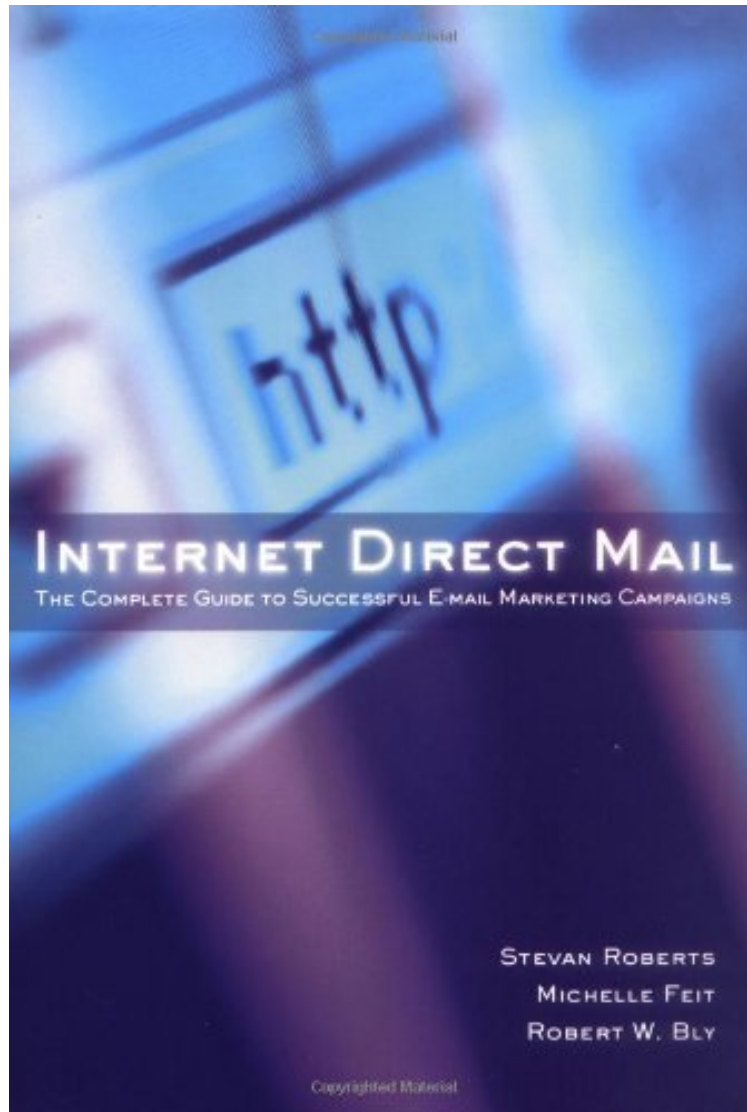


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Internet Direct Mail: The Complete Guide to Successful E-Mail Marketing Campaigns

Robert W. Bly, Michelle Feit, Steve Roberts
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since Bob Bly was one of the authors, it might go deeper into that all-important area. Nonetheless, it's a good book and well worth the read, especially if you buy a used book for a few dollars. - Susanna K. Hutcheson 0 of 0 people found the following review helpful. The Info that You Need By Valrie Cobb I haven't finished the book yet, but the portions that I read are straight forward and easy to understand. If you take a section of your email and break it down to the strategies listed in the book, you can only create a productive piece. I recommend that everyone take a look and consider the tips listed in the book. Some things just get better with time. The step-by-step process is outlined in the book with sections broken-up for easy reading. The writing terms are listed for your understanding, as well as references for further study. 0 of 0 people found the following review helpful. Good for Beginners, Mediocre Book By AmazingReader This book is good for beginners who are just getting into e-mail marketing. There are better books out there. If you are an advanced marketer, move on!

Direct marketing via the Internet is the best way to avoid the rising printing and mailing costs of traditional direct mail. Plus, it's more effective! An online campaign will often turn a profit even if the entire mailing produces only 1 percent response or less! If you're ready to try e-mail marketing, or if you're already doing it and want to know more, Internet Direct Mail has all the information you need. From selecting products and offers to writing copy and incorporating rich media-like video clips or audio into an e-mail, Internet Direct Mail shows you step by step how to create, send, and track a highly successful e-mail campaign. This guide also includes the authors' carefully compiled, invaluable lists of resources for: E-mail list brokers and service bureaus Credit card companies and corporations offering merchants accounts Books and software on Web marketing Online advertising services Internet Direct Mail offers insight, advice, and step-by-step assistance from seasoned direct-marketing professionals who have experienced great success with Internet campaigns. Their expert guidance will help you make sound decisions about your offer, your creative, your list, your fulfillment, your method of measurement, and many other issues--allowing you to start and run a smooth, professional, results-oriented e-mail campaign.

From the Back Cover The Internet has changed the way we do business. Customers expect websites, information links, one-stop-shopping online--and businesses are scrambling to meet their demands. "Be proactive. Embrace the Internet as a powerful marketing tool, and you'll reap the rewards of this new medium," say the authors of Internet Direct Mail. Their practical, step-by-step guide shows you how to maximize the unique features of the Internet to create low-cost, highly effective direct-marketing campaigns. If your company is networked and has a website, nothing should stop you from marketing directly to your online customers and prospects. E-mail campaigns are not only less costly and more effective than paper mailings but also bring you instantaneous results and help you make lasting links with customers in a way that's impossible using "bricks-and-mortar" techniques. Internet Direct Mail is written for those who need to know how to create, send, and track the results of an e-mail campaign. It's also a valuable reference for those who are already marketing online and want to find out how to improve results while avoiding the mistakes that can cost you sales or customer goodwill. Internet Direct Mail addresses the questions and concerns of serious, legitimate marketers, including: How do I avoid the appearance of "spam"? Will my prospects expect free products? Do I need to use fancy graphics? How will I get my busy, surfing prospects to stop and open my message? Here are the tips you need to write simple yet sizzling body copy, create a subject line that's impossible to ignore, and build a strong house e-mail list that may, over time, outperform your current postal list. You'll find that much of what you already know about direct marketing translates easily to the Internet. Internet Direct Mail reviews these basics thoroughly yet never lets you forget that you're dealing with a fast-changing, highly technical medium. You're reminded to consider: The online buying habits of your target market Opt-in language, to capture your customers for the long term Opt-out language, to prevent "flaming" from unhappy recipients The technical know-how and hardware capabilities of your customers Internet Direct Mail explores the advantages of rich media and enhanced graphics in detail and offers reasons not to use these formats. You'll learn the authors' tried and proven-effective rules for composing online e-mail, including how to make it short and sweet, use all-caps effectively, keep the look of text simple and clean, and balance between "tension" and "relief." Whether you are hoping to acquire new customers, announce new products, promote special offers, or generate requests for more information, Internet Direct Mail helps you plan an e-mail campaign that hits the mark. Because these authors believe that the most effective e-mail campaigns are those that dovetail with other online marketing efforts, you'll also find helpful suggestions for enhancing your website, using banner ads to advantage, and exploring links to other websites--all in the context of your company's overall marketing plan. Dozens of examples of successful e-mail campaigns appear in an appendix, showing you what works in black and white. Truly a one-stop, all-inclusive resource, Internet Direct Mail can help you jump-start your direct marketing campaign today! STEVAN ROBERTS is president of Edith Roman Associates, a list brokerage and direct-marketing firm. MICHELLE FEIT is President of ePostDirect, an E-mail marketing firm. ROBERT W BLY is the author of more than forty business books. About the Author Robert W. Bly is the author of more than 40 business books. Steve Roberts is president of Edith Roman Associates, a list brokerages and direct-

marketing firm. Michelle Feit is vice president of Internet services for Edith Roman Associates.