



A Crash Course in Email Marketing for Small and Medium-sized Businesses

John W. Hayes

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Despite being one of the most mature online marketing technologies available to today's small and medium-sized business marketer, email marketing continues to pack a punch way beyond its weight or cost. The fact is that email marketing, if you treat it right, works better than any other marketing technique available - both on or offline.

This book is for any entrepreneur, business owner or marketer who values the idea of building and maintaining relationships with existing customers and prospects, and forging new connections by creating and delivering timely and targeted content. It tells you how to put in place the important principles and techniques that will improve your email marketing, making it more engaging for your audience and more profitable for you.

No matter what kind of business you are in, email marketing, combined with the simple best practices featured here, will help you increase customer retention and drive profitability.

If you want to start making relationships pay, now is the time to invest in email marketing. This guide from John Hayes will get you started in the right way, or show you how to improve the email marketing you are already doing.

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