



The Truth About Email Marketing

By Simms Jenkins



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Praise for *The Truth About Email Marketing*

“It’s refreshing to see an author address specifics instead of gloss over generalities that can be boiled down to one sentence. Simms’ book debunks the top email marketing myths in a readable and logical fashion.”

Tad Clarke , Editorial Director, MarketingSherpa Inc.

“Anyone interested in maximizing their marketing budgets should stop what they are doing and read this book. Simms' deep experience in email marketing is widely evident in this very insightful and fact-filled book. Great insight into an area of marketing that is often overlooked. Plus, its a fun, easy read...especially for us marketers!”

Jeff Hilimire, President, Engauge Digital

“Simms has a great knack for simplifying the complex world of email. From the novice email marketer to the email aficionado, *The Truth about Email Marketing* provides insight and thought-provoking content that all of us can use in our email and online marketing efforts.”

Aaron Kahlow, CEO & Founder, Online Marketing Summit

“Simms Jenkins expertly outlines a series of useful Truths to ensure effective and highly optimized, permission-based email marketing programs. Take advantage of Simms' battle scars and set yourself on a direct course that unleashes the power of this important marketing channel.”

Sam Cece, Chief Executive Officer, StrongMail Systems

Everything you must know to utilize email marketing in your corporation or small business!

- The truth about recession-proofing your business with email marketing
- The truth about measuring results and improving promotional and newsletter campaigns
- The truth about email marketing versus spam

This book reveals **49 proven email marketing best practices** and bite-size, easy-to-use techniques that get results

Email marketing is one of the most incredibly powerful yet misunderstood

marketing channels of the business world. While many companies practice email marketing, few get it right. Industry expert, Simms Jenkins, provides a set of best practices to help you assess and refine your strategy and tactics. Your organization can gain much from new and proven approaches to email marketing: strengthen customer relationships, create loyalty, and build trust and awareness. The result is increased responses in sales, leads, registrations, and more.

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Introduction

"What helps people, helps business."

—Leo Burnett, advertising legend

"Trying to assess the true importance and function of the Net now is like asking the Wright brothers at Kitty Hawk if they were aware of the potential of American Airlines Advantage miles."

—Bran Ferren, Chief Imagineer, Walt Disney Company

Email marketing is one of the most incredibly powerful yet misunderstood mediums of the marketing world. Nearly all businesses and consumers utilize it, whether it is to send or receive content and offers.

Email marketing is a unique communication platform that blends both art and science while delivering value to the subscriber's inbox. While many companies practice it, few get email marketing right. It is part of our business landscape that requires constant grooming. Change is the only constant.

I've been working in the interactive space for over ten years. During this time, I've seen a great deal of money thrown into questionable business models and unproven companies and executives. I've also seen a lot of really bright people take chances in their careers and launch game-changing companies.

Email emerged as the "killer app" of the Internet age. While there is certainly more competition for buzz and mindshare today, email still is the bread and butter of any online user experience. In telling *The Truth About Email Marketing*, I had to make a lot of hard decisions about what to include and what not to include. I hope this book provides a range of key email marketing elements that will appeal to and educate a wide audience.

This book should be the kind that sits on your desk and is referenced, earmarked, and highlighted rather than passively read. My aim was for this to be a guide in your email marketing adventure. Whether you are a seasoned professional email marketer or are brand new to the topic, this book is for you.

Now back to the two quotes at the top of this section. They both speak to me in different ways. How they speak to email marketing is revealing as well.

My biggest complaint about email marketers (and often marketing in general) is a fundamental one. Entire strategy and email campaigns are often driven by achieving internal marketing goals, rather than bringing compelling and helpful information to their subscribers who gave them one of the most important things one can provide in an online world: permission. If we remember to focus on the subscribers first, the business goals will follow.

Email marketing has changed, as the Internet has, in a dramatic fashion. And I'm just talking about in the past six months. It's quite challenging to wrap our heads around the impact of email marketing in its short history. There are many levels to how email marketing has changed businesses and consumer habits. Nevertheless, we can clearly demonstrate email's ongoing effectiveness and develop and follow a set of core best practices that will ensure that effectiveness continues into the future. Hopefully, this book can help you along the way in this endeavor.

Just as the Wright brothers had no idea how their invention would impact the future aviation industry, many of you marketing professionals are shaping Internet history.

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