



## Email Marketing Mastery Made Easy for Marketers (Paperback)

By Keith Stewart

Speedy Publishing LLC, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In this day and age of social media, email marketing seems quite obsolete. At the same time, email still remains one of the popular methods of spreading information with clients. With the abundance of so much spamming and scams via email, a business limit its usage to contact their clients. Email marketing should be used however in collaboration with other social media. This is done be emailing clients and give them the opportunity to choose whether or not they want emailing as the primary way of keeping them in tuned with the business. Also emailing is usually the quickest mode of contact to update customers of specials and deals in the business. Also, never forget to highlight to customers that they can track the business by social media rather than sifting through daily emails.



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