

CONTENTS

Introduction

By the Numbers: What's It All About? vii

Chapter 1

What Is Marketing's Goal? 1

Chapter 2

Is Email the Perfect Marketing Tool? 17

Chapter 3

What's Wrong with Email? 39

Chapter 4

Subscriber Engagement: What Matters? 51

Chapter 5

Building a Killer Database 77

Chapter 6

Segmenting for Relevance 107

Chapter 7

Finding and Creating Relevant Content 143

CONTENTS

Chapter 8		
The Role of Email in Viral and Word-of-Mouth Marketing		171
Chapter 9		
Analytics That Matter	185	
Chapter 10		
Testing against Your Goals	205	
Chapter 11		
Using Surveys, Forms, and Other Feedback Tools		223
Chapter 12		
Triggers, Transactions, and Integration	239	
Chapter 13		
Are You a Spammer?	255	
Index	289	

<http://www.pbookshop.com>