



# Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success

*Chad White*

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### **The Best Executions Are Powered by an Understanding of Best Practices**

Email marketing offers unparalleled reach, acceptance, and effectiveness. It's also a well-established channel with well-defined behaviors and norms. *Email Marketing Rules* is your guide to understanding the best practices of this complex, often misunderstood channel as you craft the best executions for your brand.

After breaking email marketing down into 120 easy-to-understand rules, Chad White then reassembles them around key concepts and principles, including how to...

- Secure the right level of permission to maximize acquisition efforts while protecting your sender reputation
- Create relevant messaging using savvy design techniques and smart targeting
- Optimize list growth by finding and retaining high-value subscribers
- Maximize subscriber lifetime value by addressing their needs during all six stages of the subscriber lifecycle
- Maintain stellar deliverability by understanding your responsibilities and those of your ESP

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