

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

JENKINS

THE TRUTH ABOUT

Simply the best thinking THE TRUTH AND NOTHING BUT THE TRUTH

This book reveals **49 PROVEN EMAIL MARKETING BEST PRACTICES** and bite-size, easy-to-use techniques that get results

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

TAD CLARKE, Editorial Director, MarketingSherpa Inc.



Simms Jenkins is CEO of BrightWave Marketing, an award-winning email marketing services firm specializing in the strategic optimization of email marketing programs. Jenkins is regarded as one of the leading experts in the email marketing industry and has extensive relationship and interactive marketing experience on both the client and agency side. Jenkins has worked with a large and diverse client list, including many top tier brands.

THE TRUTH ABOUT

EMAIL MARKETING

EMAIL MARKETING

“Email Marketing is extremely cost efficient, targeted, and measurable...”

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