



The Truth About Email Marketing

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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Shirley Raine:

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Frank Monroe:

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Mildred Lyons:

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