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Email marketing eficaz: Como conquistar e fidelizar clientes com uma newsletter (Ecommerce Melhores Práticas) (Portuguese Edition)

Dailton Felipini

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O email marketing é uma das principais estratégias de marketing digital para relacionamento e captação de novos clientes. Este eBook ensina o que é necessário para se montar e gerenciar um programa de email marketing de sucesso baseado em newsletter e emails corporativos. Dentre inúmeras outras técnicas você aprenderá a montar ou escolher a melhor estrutura de envio, a definição precisa do público alvo, a montagem de cadastros de qualidade, como maximizar as taxas de retorno... e muito mais.

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