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marketing plan design effective emails all along your sales funnel test them and improve your deliverability rates then discover the power of marketing automation and how to measure the success of your emails

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what is email marketing email marketing is the digital marketing practice of communicating with leads and customers with email common email based marketing messages include email newsletters promotional campaigns and event announcements

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email marketing involves sending targeted messages to subscribers inboxes to inform them of new products or services boost brand awareness and increase sales marketing emails can be used to engage keep subscribers informed and interested in your brand with compelling content from shoppable blog posts to how to guides

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an email marketing campaign is a scheduled series of emails used to nurture leads and current customers to encourage engagement and increase sales each individual email leads to a specific call to action i e getting users to sign up book a call continue reading or add a product to their cart

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email marketing is a direct marketing channel that lets businesses share new products sales and updates with customers on their contact lists because subscribers choose to sign up for emails it s more likely to convert than other channels its high return on investment roi makes it crucial to most businesses overall inbound

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