

CHAPTER OVERVIEW

18: Retain - Direct marketing (email and mobile)

Learning Objectives

In this chapter, you will learn:

- The basics of email strategy.
- How to structure and design an effective marketing email.
- How to plan and execute a successful direct marketing campaign using email.
- Techniques for measuring and optimising your email campaigns.
- How mobile can tie into and enhance your direct marketing campaigns.

[18.1: Introduction](#)

[18.2: Key terms and concepts](#)

[18.3: Direct marketing strategy and planning](#)

[18.4: Step-by-step direct marketing process](#)

[18.5: Measuring success](#)

[18.6: Tools of the trade](#)

[18.7: References](#)

[18.8: Advantages and challenges](#)

[18.9: Case study - GlobalGiving](#)

[18.10: The bigger picture](#)

[18.E: Direct marketing - email and mobile\(Exercises\)](#)

[18.S: Direct marketing - email and mobile](#)

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