The Ultimate Guide to Email Marketing Apps (Zapier App Guides Book 2)

Matthew Guay, Danny Schreiber, Joe Stych, Nathaniel Eliason

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For all of the social networks and chat apps today, there's one online messaging system that everyone uses: email. No matter which email service and apps you use, you can send an email and know your recipient will see it. That makes it the best place to share your marketing and transactional messages, and make sure your message will get seen.

But it'll take a bit more than just opening Gmail and sending an email message. You'll need a tool that helps you send thousands of emails easily, and the tips to optimize your messages and make sure they don't get flagged as spam.

That's where this eBook comes in. It includes tips on the apps you should use to send every type of business emails, along with ways you can integrate your email apps with the other tools you're already using, guidelines to make your emails great, and more.

Who Is This Guide For?

Ever send emails to market your products, announce upcoming events, share news about a non-profit, or just about any other type of emails that go out to more than one recipient? Then this guide's for you.

If you're already sending email newsletters, transactional messages and drip campaigns, you'll find tips in this book to help you optimize your messages and integrate your email tools with the rest of your workflow. And if you're just getting started with sending bulk emails, you'll discover the tools you need to send amazing emails from apps that aren't much more difficult to use than Gmail.

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