Lifecycle Email Marketing

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Explore email marketing across the customer lifecycle, from attracting subscribers and nurturing prospects to post-purchase follow-up and retention. The collection combines the book with instructional guides, exercises and resources for planning campaigns.

What’s included

- Main book (PDF)
- 1 checklist (PDF)
- 3 guides (PDF)
- 1 prompt pack (PDF)
- 1 toolstack (PDF)
- 1 workbook (PDF)

Download availability: After payment, download the complete ZIP package or any of the 8 included PDFs separately.