



Email Tools



E-mail Resources

- **List of email marketing resources maintained by industry experts.**
 - www.wdfm.com/publish/email_marketing/index.htm
 - <http://www.espcoalition.org/> - Email Sender & Provider Coalition
- **Content checker. Tools to test your message against the SPAM filters.**
 - www.lyris.com/contentchecker/ -- Free tool
 - www.spamcheck.sitesell.com/
- **Research, trend reports, and news on email marketing.**
 - www.marketingsherpa.com
 - www.optinnews.com
 - www.postmasterdirect.com/signup_landing2.htm
 - www.newsletterbiz.com -- Paid newsletter for companies serious about sending email newsletters. Provides expert advice on content and execution.

Email Marketing Blogs

Larry Chase's Web Digest for Marketers: http://www.wdfm.com/publish/email_marketing_blogs/index.htm

Retail Email Marketing Blogs

RetailEmail - <http://retailemail.blogspot.com>

MineThatData - <http://minethatdata.blogspot.com>

Email Marketing Round-Up Blogs

Inbox Insiders <http://networks.feedburner.com/Inbox-Insiders>

Email Marketing Experts - <http://networks.feedburner.com/emailmarketingexperts>

Email Marketing Advice, Tips and Best Practices Blogs

Email Experience Council - <http://blog.emailexperience.org>

The Messaging Times - <http://www.messagingtimes.com/blog/>

No Man is an island - <http://www.email-marketing-reports.com/island/>

International Email Marketing Blog

BeRelevant! <http://www.b2bemailmarketing.com>

Email Marketing Viewpoints

Email Marketing Strategy from Silverpop CEO Bill Nussey - <http://emailmarketing.silverpop.com>

Adventures in Email Marketing - <http://www.banane.com/workblog/>

Email Marketing Technology Blogs

Campaign Monitor - <http://www.campaignmonitor.com/blog/>

John R. Levine Blog - <http://weblog.johnlevine.com>

Email Deliverability Blogs

AOL Postmaster Blog - <http://journals.aol.com/pmtjournal/blog>

Word to the Wise - <http://blog.wordtothewise.com>

Thank You and Questions!



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