



Cómo Usar Mailchimp Para Principiantes (Spanish Edition)

Adam Netherlund

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Como autor independiente, seguramente habrás oído hablar de la creación de una lista de distribución. Pero quizás no sepas por dónde empezar. En la actualidad hay muchas opciones disponibles (AWeber, Constant Contact, iContact, Vertical Response y varias otras), y una de las más populares es MailChimp.

Si alguna vez quisiste probar con MailChimp, pero no sabías por dónde empezar o te pareció abrumador, entonces este libro es para ti. Sigue sus instrucciones sencillas, que te llevarán paso a paso a dominar el envío de tu primera campaña y a conectar con tu base de seguidores.

En esta breve guía, diseñada para usuarios principiantes de MailChimp, descubrirás:

- Cómo configurar tu cuenta y crear tu primera lista
- Cómo crear varios tipos de formularios de suscripción
- Cómo crear tu primera campaña
- Cómo analizar datos
- Ideas (exclusivas de la autoedición) para crear tu lista de distribución
- Consejos generales (con acciones recomendables o que se deben evitar) para la redacción de las campañas
- Exploración de integraciones adicionales, como los complementos de WordPress, las aplicaciones para móviles, y los formularios para Facebook y tablets

El marketing por correo electrónico no debería resultar difícil ni costar un ojo de la cara, por lo que puedes relajarte y empezar a desarrollar nuevas habilidades.

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