



**Synchronicity
Marketing**

**Ultimate
Email Marketing
Resources Guide**

Ultimate Email Marketing Resources Guide

Associations, Publishers, & Media Companies

Although most of the following are either paid membership organizations or offer paid research and reports, they also offer a wealth of free information. A visit to their sites and blogs, or subscription to their free email is well worth it:

Trade Associations & Membership Groups

- ❑ The Email Experience Council (EEC) of the DMA – www.emailexperience.org
Email industry networking, education, advocacy and leadership group with brand, agency and vendor members running the gamut of thought leaders and most established providers in the email marketing space. Offer individual and company paid memberships, free meet-ups around the US, and both free and paid content. Hosts annual Email Evolution conference (see “events” below).
- ❑ Women of Email – <http://www.womenofemail.org>
Women of Email is a professional network aimed at promoting leadership among women within the email marketing field. Boasts over 2000 members worldwide working in email marketing. As of 2018, no cost to join. Daily online discussion forum, mentorship programs, speaker’s bureau.
- ❑ Only Influencers – www.onlyinfluencers.com
Private networking with the top email marketing practitioners, experts and industry leaders. Paid monthly subscription required (apply on the site).
- ❑ The Association of National Advertisers (ANA) – www.ana.net
ANA makes a difference by providing the foundation that advances marketing excellence through [rich proprietary content](#), [industry leading conferences](#), [career-enhancing training](#), [award winning publications](#), [engaging webinars](#) and [marketer led committees](#). The association offers workshops and training on email marketing and many other marketing disciplines and channels to its members and the community at large.

Deliverability & Reputation Organizations

- ❑ Online Trust Alliance (OTA) - www.otalliance.org
OTA’s mission is to create an online trust community, promoting business practices and technologies to enhance consumer trust and the vitality of interactive marketing , ecommerce, governmental and online financial services.
- ❑ Email Sender and Provider Coalition (ESPC) – www.espcoalition.org
The Email Sender and Provider Coalition (ESPC) was formed to fight spam while protecting the delivery of legitimate email.
- ❑ Messaging Anti-Abuse Working Group (MAAWG) – www.maawg.org
The purpose of MAAWG is to bring the messaging industry together to work collaboratively and to successfully address the various forms of messaging abuse, such as spam, viruses, denial-of-service attacks and other messaging exploitations.

Publishers, Research & Media Companies

- ❑ Marketing Profs – www.marketingprofs.com
Founded in January 2001, MarketingProfs specializes in providing strategic and tactical marketing know-how for marketing and business professionals in organizations worldwide through a full range of online media. Their Get To The Point: Email Marketing e-newsletter is free. Also host one of the leading Digital Marketing Conferences in the industry.
- ❑ Mediapost (Email Insider) – www.mediapost.com
A top Email Marketing blog. Also hosts the prestigious Email Insider's Summit twice a year in May and December.
- ❑ Marketing Sherpa – www.marketingsherpa.com
Publisher of Email Sherpa. Strong focus on testing and optimization, good source of case studies for Internet marketing and integrated offline/online marketing. Hosts a multi-channel digital marketing event including email every winter.
- ❑ eMarketer – www.emarketer.com
Industry analyst and publisher of research reports and online newsletters covering the Internet, ecommerce, and email marketing. Good daily free emailed newsletter.
- ❑ ClickZ Network – www.clickz.com
Website and online newsletter publisher focused on Internet marketing.

Email, eCommerce, and Digital Marketing Conferences & Events

The following is a list of industry conferences ideal for email and digital marketing professionals. Many ecommerce software companies and email service providers (such as Salesforce Marketing Cloud, Experian, Bronto, Magento, Emma, etc.) also host their own conferences, which can have thousands of attendees. However, participation in those vendor-specific events is often limited only to their own clients. Check to see if your own service provider(s) host an annual user conference.

- ❑ Email Evolution Conference of the EEC. Annually in April or May
<http://emailevolution.emailexperience.org/>
- ❑ Email Innovations Summit by Only Influencers. May in Las Vegas, October in England
<http://emailinnovationsummit.com>
- ❑ Email Insider's Summit by MediaPost. Held summer and winter in both the US and Europe (4 times/year total) <http://www.mediapost.com/events>
- ❑ Litmus Live
Hosted by SaaS company Litmus, ideal for email creatives, designers and coders. Replicated in 3 cities around the globe from August to October. <https://litmus.com/conference>

- ❑ EiQ: The Intelligent Email Gathering
Hosted by email agency Brightwave, this email-specific event happens once a year in Atlanta, usually in April. <https://www.eigather.com/>
- ❑ Power of eMarketing Conference by the eMarketing Assoc. April in San Francisco. <http://www.emarketingassociation.com>
- ❑ Internet Retailer Conference & Expo (IRCE) by Internet Retailer Magazine (June). <http://www.internetretailer.com>
- ❑ eTail East and West – Twice yearly conferences for those in the e-commerce, retail,etail and digital marketing industries. One in California, one on the east coast US. <http://etailwest.wbresearch.com> or <http://etaileast.wbresearch.com>
- ❑ Shop.org by the National Retail Federation (NRF) <http://retailsdigitalsummit.nrf.com/>
- ❑ Tech Media Digital Marketing Summits – 18 regional digital marketing conferences held around the country in major cities. Cover all digital marketing channels including email. <http://techmediaco.com/#conferences>

The Best FREE Email Marketing Blogs, Content and Creative Inspiration Sites

Quality research, articles and white papers are regularly published by a variety of Email Service Providers (ESPs) and industry experts. Several online email marketing information hubs and search engines have also sprung up. Favorites are:

- ❑ The Email Experience Council – <https://emailexperience.org>
- ❑ Really Good Emails – <http://reallygoodemails.com>
- ❑ Only Influencers – www.onlyinfluencers.com
- ❑ The Email Guide – www.theemailguide.com
- ❑ The Relevancy Group – <http://blog.relevancygroup.com/>
- ❑ Campaign Monitor – <http://www.campaignmonitor.com/gallery> for creative/design
- ❑ Email Marketer’s Club – www.emailmarketersclub.com
- ❑ Email Stat Center – www.emailstatcenter.com
- ❑ Deliverability.com – www.deliverability.com
- ❑ Red Pill Email – www.redpillemail.com
- ❑ Enlightened eMarketing Blog – www.synchronicitymarketing.com

Guides to Selecting and Email Marketing Services Provider (ESP)

- ❑ ClickMail ESP selection tool <http://espinator.com>

- ❑ Red Pill Email Email Vendor Features & Functions Guide
<http://redpillemail.com/blog/email-vendor-guide>
- ❑ Email Geeks Email Vendor Reviews
<http://www.email-geeks.com/reviews/items/index.shtml>
- ❑ Email Vendor Guide –
<http://www.emailmonday.com/european-email-vendor-guide>

Paid Content and Research Subscriptions

- ❑ eMarketer Total Access
<http://www.emarketer.com>
- ❑ Forrester Research
<http://www.forrester.com>
- ❑ eConsultancy
<http://www.econsultancy.com>

Recommended Books about Email Marketing

Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success by Chad White and Jay Baer (2016)

The Rebel’s Guide to Email Marketing: Grow Your List, Break the Rules, and Win by DJ Waldow and Jason Falls (2012)

Email Marketing: An Hour a Day by Jeanniey Mullen, David Daniels, and David Gilmour (2008)

Email Marketing By the Numbers: How to Use the World's Greatest Marketing Tool to Take Any Organization to the Next Level by Chris Baggott and Ali Sales (April 2007)

Email Marketing for Dummies by John Arnold (2007)

The Quiet Revolution in Email Marketing by Bill Nussey (2004)

Advanced Email Marketing by Jim Sterne (October 2003)

Effective Email Marketing: The Complete Guide to Creating Successful Campaigns by Herschell Gordon Lewis (May 2002)

Permission-Based Email Marketing That Works! by Kim MacPherson (2001)