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By Dave Chaffey

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Dave Chaffey is author of Digital Marketing: Total E-mail Marketing: Maximizing Your Results from Integrated E-marketing. By: Dave Chaffey

Connect with Dave Chaffey and Emarketing Excellence and Total E-mail Marketing. Dave's I can also advise and develop custom e-marketing reporting

View Dave Chaffey's business profile as Managing Director at Marketing Insights Limited and see work history, affiliations and more.

E-mail is a powerful marketing communications tool which excels at developing relationships with existing customers and acquiring new customers.

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Total E-Mail Marketing shows how to run effective e-mail campaigns aimed at both customer Emarketing Excellence Dave Chaffey, Pr Smith

Dr Dave Chaffey is CEO and co-founder of Smart Insights, E-business and E-commerce Management, eMarketing eXcellence (with PR Smith) and Total E-mail Marketing.

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