

The Do's and Don'ts of Email Marketing ^[1]

May 9, 2018 by [Kate O'Connell](#) ^[2]

Brush up on best practices with a [helpful article](#) ^[3] from [NinjaOutreach](#) ^[4] that covers the do's and don'ts of email marketing.

Highlights from this post include:

- Send with a clear goal
- Automate outreach
- Personalize emails

Read the full blog post [here](#) ^[3].

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