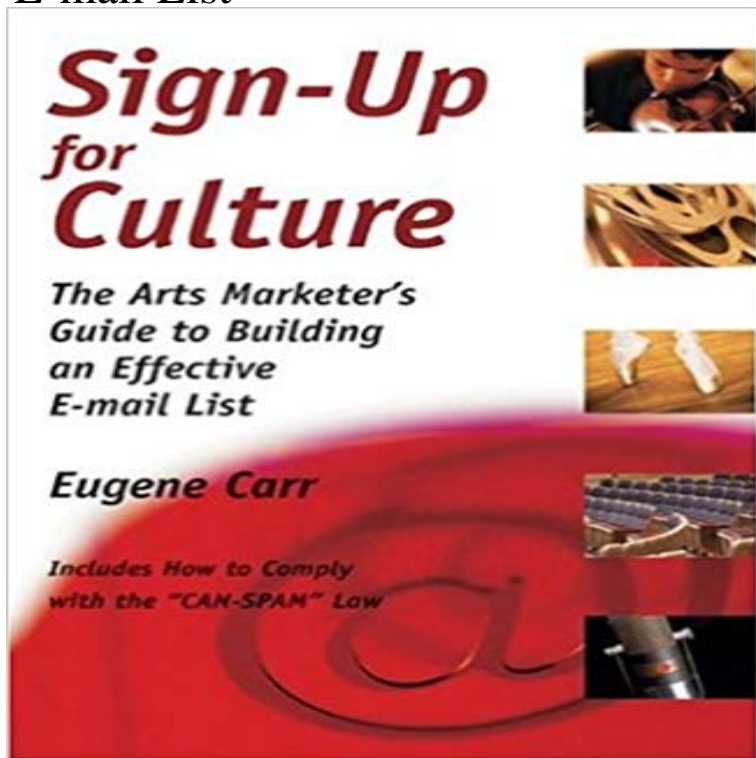


# Sign-Up for Culture: The Arts Marketers Guide to Building an Effective E-mail List



Sign-Up for Culture answers the question: Now that I see my e-mail marketing is really working, how can I grow my e-mail list quickly? Today, arts marketers are caught in a transition. Arts patrons are living in a digital world where e-mail communication has become ingrained into the fabric of their daily lives. However, arts marketers don't yet have an e-mail relationship with most of them. Here is what you need to know to build those relationships quickly and effectively. You'll learn \* How arts patrons behave online and how to market to them \* What goes into an e-mail acquisition plan and how to create one \* 20 Top Ideas to build your list quickly You'll understand the new anti-spam law The Federal CAN-SPAM law is complicated, and all arts and not-for-profit organizations are bound by it. \* Learn what you need to do to comply with the law \* Learn how to build your list legally and avoid being considered a spammer

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