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### **marketing best practices the pdf**

MGI's research team is excited to share the results of the 10th anniversary edition of the Membership Marketing Benchmarking Report. As in past years, the report highlights the strategies and tactics that membership organizations find most useful in recruitment, retention, and reinstatement of members.

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Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

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