



*Attend the high-impact, live seminar...*

## **The Power of Email Marketing**

**Date:**

**Time:**

**Place:**

In just a few short hours, this information-packed seminar will show you how email marketing – the hands-on, low-cost marketing tool – can really help you drive your business success.

Discover how communicating with your customers regularly can help you stay connected, and generate increased referrals, repeat sales, and unwavering customer loyalty.

You'll learn how to start and build a strong permission-based customer list... get your audience to open, read and act on your email... and use your past results to sharpen your email marketing program as you go along.

This practical program gives you a concise, but comprehensive overview of how easy it is to create and send professional-looking email newsletters and promotions. Learn the latest best practices and proven strategies to:

### **Connect**

- **Email Marketing Basics** – Discover how permission-based, best-practices email marketing can help you forge strong relationships with your customers, and boost your overall marketing program.
- **Building a Quality Email List** – Why permission-based email marketing makes smart sense for your business, with tips for starting, building, and maintaining an effective list of email addresses.

### **Inform**

- **Creating Valuable Email Content** – Deliver content that's exciting, meaningful, and relevant... at the right time... in the right format.
- **Getting Email Delivered and Read** – Learn about the techniques and technology that can help get your email delivered, and the subject lines that will get it opened and *read*.

### **Grow**

- **Learning from your results** – See who opened your email and what links they clicked on... and use your findings to shape your next campaign to achieve higher delivery, readership, and response.

- **Conducting Online Surveys** – Establish your goals... craft your survey... review and analyze your results... and discover how online surveys can provide invaluable customer feedback and boost the power of your email marketing!

You'll have plenty of time to ask questions... share your experiences... and network with your peers. And you'll leave this high-powered program with real-world insights and knowledge that you can put to work immediately, to help your business succeed.

Don't miss this revealing, exciting program that will change the way you market your business. Register for **The Power of Email Marketing** today!

**To register,**