



Comprehensive Guide to Successful Email Marketing

Overview

E-mail marketing is an efficient way to communicate, interact and build relationships with your customers. Especially in a time of slow economic growth, e-mail is the most effective and affordable way to stretch your marketing dollar.

According to the Direct Marketing Association, the ROI on email marketing in 2008 will hit \$45.65 per dollar, more than double the ROI of other mediums. 90% of Internet users check their email multiple times daily. When you combine your opportunity for exposure with a high ROI, it is easy to see the benefits of e-mail marketing.

This full-day course is committed to establishing a comprehensive understanding of e-mail marketing, including best practice guidelines and how to implement e-mail as a marketing strategy. After taking this course, you will have the skills necessary to implement and manage an e-mail marketing plan.

How will you benefit?

- Gain understanding of the widespread value of using email marketing in comparison to traditional forms of marketing
- Learn how to start using email marketing to your advantage
- Gain knowledge of important regulations and best practices in email marketing

You will learn:

- The basics of the industry – overview, history, trends and future directions
- Best practices – standards and compliance regulations
- Getting started – fundamentals of developing an e-mail marketing campaign and building an email subscriber list
- Technology –solutions, features and applications
- Deliverability – testing and tweaking

- Analytics – measuring for success

Who should attend?

- Executives responsible for online strategy
- Managers who need to learn the concepts, vocabulary, companies and business models that define email marketing – fundamentals of developing an email marketing campaign
- Technicians responsible for executing email campaigns

Presenter

Cathy von Birgelen, Certified E-Mail Marketing Professional

von Birgelen is a tech-savvy strategic marketing consultant with more than 12 years of experience in e-marketing and business development efforts. von Birgelen has consulted with many regional and national clients, including: GE, Choice Hotels, Proctor & Gamble, Holcombs, Howard Industries, Troyer Farms, Gannon University, Blair.com and Penn State Erie, The Behrend College. von Birgelen is the program manager of the eMarketing Learning Center at eBizITPA.

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