

EMAIL MARKETING 101

WORKSHOP DETAILS

Who:

Small Business Owners and those responsible for marketing small businesses

Where:

SBDC at Harper College
650 E Higgins Rd, Suite 18N
Schaumburg, IL 60173

An Interactive, Hands-on Email Workshop

Email is a cost effective way to stay connected to customers. Are you effectively using this marketing tool?

In this 3 session seminar, you will learn: Email best practices, hands-on use of Constant Contact email marketing software in our computer lab to build emails, utilize templates, formatting, and inserting links and images, and content development strategies to get your emails read!

REGISTRATION INFO

Go to:

HarperCollege.biz or
call (847) 925-6520

Fee:

\$50 for all 3 sessions

Questions?

Email Joan Dubnicka at
jdubnick@harpercollege.edu

WEEK 1 – Email Marketing Strategy

WEEK 2 – Using Email Marketing Software

WEEK 3 – List Building and Management

Oct 22nd, 29th and Nov 5, 2014

9:00am to 10:30am