

Email Marketing Seminar

6D Email Marketing

Add a new dimension to your 'marketing' ...
use email marketing, it works

Attend if any of these apply to you ...

- You've been thinking about using email marketing or sending an email newsletter.
- You've tried email marketing but it was too hard.
- Your business relies on referrals or WOM.
- Your customers do repeat business with you.
- Your business has a "flat-out" busy season or, a "dead" quiet season.
- You sell items on your website or by phone order.
- You have a local customer base and a tourist trade.
- You are tired of wasting money on advertising that does not give a measurable return on investment.

Definitely attend if ...

- You'd like to have your own email marketing business.
- You'd like to offer email marketing as an added service from an existing business.

You'll learn about ...

- Email marketing mistakes to avoid.
- Automating email communication to save you time.
- Using birthday eCard emails as smart marketing.
- How big your database needs to be to get started.
- Spam compliancy requirements.
- Tracking and the vital statistics to monitor.
- Why the focus needs to be on the message - this seminar is not about IT – yes, the IT has to work but it's the marketing strategy that counts.



Presented by Helen Bairstow,
Email Marketing Specialist



Established in 2002, Great Look eMail Marketing (www.greatlook.com.au), is a company dedicated to best practices in email marketing. Today there are GLEMS (Great Look Email Marketing Specialists) in Australia and the US producing and managing successful email marketing campaigns for thousands of businesses worldwide.

WARNING: This is not another boring seminar, you will get many email marketing ideas

BOOKINGS: www.greatlook.com.au | 1300 722 133

For dates and your nearest location
go to www.greatlook.com.au
or call 1300 722 133

