

Email Marketing 101 Seminar

Julie Niehoff, Constant Contact

This brief course will cover basic information about what email marketing is, why it's a good idea and some strategies for doing it well.

We will discuss;

- Tools for growing a list of subscribers
- How to avoid spam complaints and mail blocking to get your messages opened
- Planning and writing your content
- How to track the success of a campaign

You do not need to be a "techie" or have particularly strong computer skills to make email marketing work for your business or organization. In fact, if you can type a letter or send an email, you already have most of the skills needed to create an email newsletter or a promotional campaign that can impact revenue, and drive interest in your product. The key is knowing what to do, and sometimes what not to do. The information provided in this course can be applied to any service or format of email marketing .

About Julie

Julie Niehoff is the Regional Development Director for Constant Contact, the leading email marketing service for small business in the US. An established marketing professional, Julie has more than a decade of interactive design and development experience. As the Director of Interactive Marketing for the Dallas Convention & Visitors Bureau, Niehoff was responsible for revamping the city's online presence and interactive strategy, including an aggressive email marketing program and development of the new VisitDallas.com. Niehoff left the Bureau in 2001 to form Whitney-Niehoff Marketing Group. The WNMG team continues to provide marketing systems and services to more than 25 destinations including Vancouver, San Diego, Houston, Austin, Nashville and Hawaii.

Julie lives in the Dallas area and facilitates email marketing seminars, trainings and workshops for small business owners and non-profits all over the state.



Farmers Branch Chamber of Commerce Business Seminar Registration Form



Thursday, February 21, 2008

3:00 pm – 5:00 pm

FB Community Recreation Center
14050 Heartside Place

\$35 Members | \$45 Nonmembers

Payment must be received in the Chamber office no later than COB on February 19th to confirm your reservation.

Name: _____

Company: _____

Phone: _____

Attendees(s): _____

Amex MasterCard Visa

CC#: _____

Exp: _____

Signature: _____

Please mail this form with payment to the Farmers Branch Chamber of Commerce, 12875 Josey Lane, Suite 150, Farmers Branch, TX 75234.

To pay by phone, please contact
Debbie Witt at 972-243-8966.