



eMarketing Learning Center @ eBizITPA

Comprehensive Guide to Successful Email Marketing

Overview

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

According to the Direct Marketing Association, the ROI on email marketing in 2005 was \$57.25 per dollar, in comparison to an ROI of \$22.52 for non-email marketing. 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 email marketing.

This course is committed to establishing a comprehensive understanding of email marketing as an industry, best practice guidelines and how to implement as a marketing strategy. After taking this course, you will have all the skills necessary to implement and manage your email 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 to do responsible and permission-based email marketing

Details:

Seminar
Date: June 4, 2009
Time: 8:30 a.m. to 4 p.m.
Location: TBD

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 email marketing campaign and building an email subscriber list
- Technology – options, 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, Director of the eMarketing Learning Center, is a certified email marketing professional with more than 15 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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