

# The Power of the Inbox

**Monday March 28, 2016**

**10:00 AM - 12:00 PM**

Location: Community Room



From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the *most effective* marketing you can do: **email marketing.**

What is the first impression you give when clients see your company name in their email inbox? And when they see it there, what do they do? This informative seminar takes you step-by-step through the keys to effective email marketing.

*Topics include:*

*What email marketing really is (and isn't)*

*What it can do for your business*

*The five easy steps you must take to harness the power of the inbox!*

*Grow a healthy list*

*Create great content*

*Customize a beautiful, mobile-friendly template that matches your brand*

*How to get your emails opened*

*Tracking your results*

**Workshop presenter:** April Heavens-Woodcock is a Managing Partner and Social Media Strategist who works with small to mid-size companies to help them develop a robust online presence utilizing strategic marketing initiatives. April is an Authorized Local Expert of Constant Contact who presents regularly on email marketing and social media throughout the New England area.