

From: Association of Strategic Marketing OnDemand Webinars
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Subject: Integrating Email and Social Media - OnDemand Webinar

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OnDemand Webinar

Integrating Email and Social Media

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While Facebook® and Twitter® logos abound in email marketing newsletters, sales pieces and even sender signatures, few reach true integration. In this ondemand webinar, we will show you how to go beyond buttons to achieve real integration across email and social media tools. Learn how to use social media and email together to grow leads and customer engagement, find new customers and even drive sales. We will show you several ways to make your email program more social and specific tactics and tools for email integration with Blogs, Facebook® and Twitter®. Discover free tools you can use online to enabling sharing, track responses and how to gain real insight from the data TODAY. Finally, learn advanced integration techniques such as using social media for list hygiene, content creation and identifying brand advocates.

Benefits for You

- Learn why you should be using social media and email together
- Find out how to drive leads, sales and customer engagement using social media
- Discover how to determine sales attribution across channels
- Hear how to clean and build your email list using social media

- Get examples of techniques and best practices from the field

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Glasner Consulting

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