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**To:** Mayer, DougDougMayer@gov.sc.gov  
**Date:** 1/2/2015 12:10:00 PM  
**Subject:** Live Webinar: Build a Top Referral Marketing Program for 2015

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Marketers,

You probably know that your customers refer your brand and products to their friends. Here's what you don't know: Who are these people? How many are there? And how much money are you making as a result? Referral marketing is your answer.

Referral marketing lets you control, optimize, and scale referrals just like you do with search. Close to 30% of marketers who use it, acquire more than half their new customers with it. The longer you wait to build a referral program, the longer you it will take to drive new revenue with new customers. Join us for this exciting live webinar and we'll show you how to master referral marketing for 2015 and beyond. The best part is it's completely free, compliments of Extol®.

**Build a Top Referral Marketing Program for 2015**

Date: Thursday, January 22, 2015

Time: 1:00 PM EST (10:00 AM PST)

Can't make it? **Register anyway** and we'll send you the recording!

Happy New Year!

Emily Norgaard  
Association of Strategic Marketing

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