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**Subject:** Measure Your Marketing Efforts

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Marketers,

Don't forget to snag your copies of two great eBooks from SilverPop@! The best part is they're both complimentary! Take a and get learning, 2015 is right around the corner! Who doesn't want a bigger email list for the New Year?

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- How to set your foundation up so you reduce missing or error-filled data.
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- How to best analyze the data and optimize your campaigns.

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You'll learn:

- 3 steps to optimize your home page opt-in CTA.
- List growth do's and don'ts for events.
- Effective ways to utilize social media and sharing content.

Ben Halverson  
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