From: Association of Strategic Marketing <customerservice@associationofmarketing.net>
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Date: 2/20/2015 11:59:03 AM
Subject: 7 Tips for Generating Content for Automated Emails

Don't Miss Out on this Free Webinar - Last Chance to Register.

7 Tips for Generating Content for Automated Emails
Date: February 26, 2015
Time: 1pm ET

Automated messages - post-purchase emails, birthday messages and drip campaigns, for example - can add significant incremental revenue to an email program built on broadcast emails. But where do you get the content for these messages when you're already strapped for time?

In this webinar, Bolduc will share seven tips for generating content for automated emails and getting these high-ROI programs off the ground. You'll get tips for:

• Mining existing emails and other digital assets for copy and images

• Reworking offline content into your automated emails

• Launching your automated program as quickly and effectively as possible

• Refreshing content and optimizing your program once it's live

Agenda:

- ● Mining Existing Emails and Other Digital Assets for Copy and Images
- ● Reworking Offline Content Into Your Automated Emails
- ● Launching Your Automated Program as Quickly and Effectively as Possible
- ● Refreshing Content and Optimizing Your Program Once It's Live

Register Now.

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Presented by:
Darryl Bolduc, Silverpop

Can't attend? No problem. Register any way and we'll send you the recording to watch at your leisure. Don't forget to forward this email to your colleagues who could benefit from the program.