

From: Association of Strategic Marketing OnDemand Webinars
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Subject: Creating a Successful Email Welcome Series - OnDemand Webinar

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OnDemand Webinar

Creating a Successful Email Welcome Series: You Never Get a Second Chance to Make a First Impression

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60 min

Credits*: CMM

Whether you are marketing in a B2B or B2C environment, if you do not have a well-constructed welcome program, you are missing one of your best opportunities to create long-term engagement with your subscribers. A welcome program sets the tone for all future email (and possibly SMS and social media) communication with your new subscriber. You cannot afford to be MIA. This on-demand webinar will help marketers understand the benefits, both to the marketer and to the subscriber, of a good welcome program. More importantly, we will demonstrate what is a good welcome program by showcasing do's and don'ts and teach marketers how to structure a welcome series that builds trust, engagement and ultimately success.

5 Reasons to Order

- Find out what makes a successful email welcome series
- Learn how to engage your new subscribers
- Understand the benefits of a well-constructed welcome program

- Learn the do's and don'ts that will build subscriber trust
- Discover how to create a welcome series or learn what yours is missing!

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Grant K. Johnson
ClickMail Marketing, Inc.

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