

**From:** Association of Strategic Marketing OnDemand Webinars  
<customerservice@associationofmarketing.net>  
**To:** Mayer, DougDougMayer@gov.sc.gov  
**Date:** 1/26/2015 11:22:39 AM  
**Subject:** Creating a Successful Email Welcome Series - OnDemand Webinar

---

Live Webinars   OnDemand   Membership

OnDemand Webinar

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

[Learn More >](#)

View at your convenience 24/7, for 90 days

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!

[MORE ›](#)

Grant K. Johnson  
ClickMail Marketing, Inc.

OnDemand  
Webinar  
\$99

[Register Now ›](#)

Audio &  
Manual  
\$99

[Order Now ›](#)

OnDemand Webinar ID: 393679EAU | Priority Code: 4183-8261-18 \*Please check Detailed Credit Information for approved credits. Credits by Lorman.

### 3 easy ways to order

Online: [www.associationofmarketing.net](http://www.associationofmarketing.net)

Phone: 866.226.0828

Email: [info@associationofmarketing.net](mailto:info@associationofmarketing.net)

#### EMAIL SETTINGS | UNSUBSCRIBE

Association of Strategic Marketing | 2510 Alpine Rd. | Eau Claire, WI | 54703 | 866.226.0828

This commercial email was sent to [dougmayor@gov.sc.gov](mailto:dougmayor@gov.sc.gov). To ensure that all our mailings get to you safely, we recommend you add [associationofmarketing.net](http://associationofmarketing.net) to your whitelist in your email client. Learn more about how to add [associationofmarketing.net](http://associationofmarketing.net) to your whitelist. This email address is not used for customer support and communication. Please do not respond to this message.