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**To:** Mayer, DougDougMayer@gov.sc.gov  
**Date:** 3/2/2015 1:59:46 PM  
**Subject:** 10 Tips for Using Email to Drive Mobile Engagement - And Vice-Versa

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Marketers,

With mobile devices continuing to proliferate and increase in sophistication, smartphones and tablets have assumed a growing role in the buyer journey, and businesses are taking note. Learn how to make your emails as mobile-friendly as possible with Silverpop's new guide:

**10 Tips for Using Email to Drive Mobile Engagement – And Vice Versa**  
Whitepaper

You'll also learn:

- How to use email to drive mobile engagement
- How using mobile apps and SMS drives email engagement
- Ways to increase email subscribers

**Get your complimentary copy today!**

Michelle Thierer  
Association of Strategic Marketing

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