

From: Association of Strategic Marketing Live Webinars
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Subject: Free Webinar - Email Best Practices to Connect & Engage

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Live Webinar

Email Best Practices to Connect & Engage

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Free Webinar Sponsored
By:

May 6

1pm ET

Consumers are relying more on their smartphones and social media to communicate, research, transact and so what does that mean for us as digital marketers? Those tried-and-true approaches to customer engagement and customer experience really need to be rethought. Customer communications that have been designed for the wired-desktop and bulk email model need to be re-designed for the mobile world we live in today.

Join Inbox Marketer's director of Client Services Kim Arsenault as she discusses the four levers of email marketing including case studies and successes.

In this webinar you will learn:

- How to redesign your email communications so that they break through the noise, connect with your customers, and be relevant
- Best practices, case studies and tactics on how other companies such as At&T, Petro Canada and Scotiabank have done this successfully
- The four levers of email messaging: targeting, offer, creative and timing
 - 40% of the success of your email program is based on selecting the right list
 - 30% is based on creating the best possible offer to send to this highly selected list
 - 20% of the success is based on the creative and the copy
 - 10% of the success is around timing and when you send

Key Agenda Points

- How to Redesign Your Customer Communications, Specifically Email Communications so That They Break Through the Noise, Connect, and Be Relevant
- Best Practices, Case Studies and Tactics How Other Companies Such as AT&T, Petro Canada and Scotiabank Have Done This Successfully
- The Four Levers of Email Messaging: Targeting, Offer, Creative and Timing

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