

**From:** Association of Strategic Marketing Live Webinars  
<customerservice@associationofmarketing.net>  
**To:** Mayer, DougDougMayer@gov.sc.gov  
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Live Webinar

## Best Practices for Email Content Marketing

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May 12

1pm ET

**Credits\*: CMM**

With an ROI of \$39 for every \$1 spent, email is still by far the most cost-effective type of online marketing. A customer's email address provides an estimated lifetime value of up to \$180, especially when considering email-influenced offline purchases. Whether for B2B or B2C industries, email is accelerating its ability to generate revenue, thanks largely to the latest technological advances in integrating relational data, mobile and social media. The 1 to 1 marketer's dream of sending the right message to the right person at the right time is now easier than ever - provided you have the knowledge and the tools to engage in content marketing. This live webinar will arm listeners with the tactics and strategies to make the most out of their email programs.

### Benefits for You

- Discover why email marketing is so important.
- Hear content marketing best practices.
- Learn the critical steps to follow to reach the inbox.
- Find out how to optimize your emails for mobile.
- Hear A/B testing case studies.

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Grant K. Johnson  
ClickMail Marketing, Inc.

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