

From: Association of Strategic Marketing Live Webinars
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Subject: 7 Tips for Generating Content for Automated Emails

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Live Webinar

7 Tips for Generating Content for Automated Emails

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Automated messages - post-purchase emails, birthday messages and drip campaigns, for example - can add significant incremental revenue to an email program built on broadcast emails. But where do you get the content for these messages when you're already strapped for time?

In this webinar, Bolduc will share seven tips for generating content for automated emails and getting these high-ROI programs off the ground. You'll get tips for:

- Mining existing emails and other digital assets for copy and images
- Reworking offline content into your automated emails
- Launching your automated program as quickly and effectively as possible
- Refreshing content and optimizing your program once it's live

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