

From: Association of Strategic Marketing Live Webinars
<customerservice@associationofmarketing.net>
To: Mayer, DougDougMayer@gov.sc.gov
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Subject: Free Webinar - Keys to Creating Customer Loyalty with Effective Post Purchase Email Marketing

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Live Webinar

Keys to Creating Customer Loyalty with Effective Post Purchase Email Marketing

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Apr 22

1pm ET

The post-purchase experience can determine whether a customer will become a loyal and repeat purchaser - maybe even a brand advocate - or simply a one-and-done passerby. Yet 76% of retailers do not customize campaigns to purchasers beyond the order and shipping confirmation emails. Not focusing on the customer after the sale is a wasted opportunity for many retailers.

This program will show you how to carefully craft a post-purchase marketing program that fits your brand and your customer's expectations, and can keep your customers buying time and time again. Join us for this 60-minute webinar where you and your colleagues will discover:

- How to use customer data to enhance your messaging strategy
- Types of messages to include in your series
- How to balance all customer messaging during the post purchase phase
- First time vs. repeat purchasers: Ways to differentiate the funnel
- Message timing, key considerations and often overlooked pitfalls to avoid

Key Agenda Points

- How to Use Customer Data to Enhance Your Messaging Strategy
- Types of Messages to Include in Your Series
- How to Balance All Customer Messaging During the Post Purchase Phase
- First Time vs. Repeat Purchasers: Ways to Differentiate the Funnel

- [Message Timing, Key Considerations and Often Overlooked Pitfalls to Avoid](#)

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

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