

**From:** Association of Strategic Marketing <customerservice@associationofmarketing.net>  
**To:** Mayer, DougDougMayer@gov.sc.gov  
**Date:** 3/25/2015 3:15:36 PM  
**Subject:** 9 Ways You Can Build Effective Mobile Email Marketing Campaigns

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Don't Miss Out on this Free Webinar - Last Chance to Register.

### 9 Ways You Can Build Effective Mobile Email Marketing Campaigns

Date: March 26, 2015

Time: 1pm ET

The latest research shows that two-thirds of email opens now occur on tablets and smartphones, but many email marketers are still acting like their customers are reading email from a computer at home.

To take email marketing to the next level - and build truly effective mobile email marketing campaigns - marketers have to think context. By thinking about contextual marketing and how to create mobile-first emails, it's possible to build more personalized, more responsive and more effective campaigns than ever before.

Join Movable Ink for 9 Ways You Can Build Effective Mobile Email Marketing Campaigns on Thursday, March 26, 2015 @ 1:00pm EST for a webinar that will teach you:

Why mobile email marketing isn't the same as traditional email marketing

The problems with traditional digital marketing today

Why contextual marketing is the biggest thing since content

How to create mobile-first emails that go beyond design

9 ways brands are using contextual content in emails to create more responsive and ultimately more effective campaigns

Agenda:

- Why Mobile Email Marketing Isn't the Same as Traditional Email Marketing
- The Problems With Traditional Digital Marketing Today
- Why Contextual Marketing Is the Biggest Thing Since Content
- How to Create Mobile-First Emails That Go Beyond Design
- 9 Ways Brands Are Using Contextual Content in Emails to Create More Responsive and Ultimately More Effective Campaigns

[Register Now.](#)

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Presented by:

Mike Dietz, Movable Ink Vivek Sharma, Movable Ink

Can't attend? No problem. [Register](#) any way and we'll send you the recording to watch at your leisure. Don't forget to forward this email to your colleagues who could benefit from the program.

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

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