



Sutcliffe Consulting

Workshop: Creating Effective Email Campaigns

Creating Effective Email Campaigns

Workshop Duration: 3 hours

Workshop Description

80% of the people in your target market are going to buy 18-24 months after you first meet them. Why the delay? Because they need to think it over. They need more information to make a buying decision.

What's the best way to help them make that decision? A well designed and well planned drip marketing campaign. In other words, a "keep in touch" campaign that's informative, enticing and not overwhelming, or too sales-y. And a large part of a drip marketing campaign is your e-touches.

Who Should Attend

This workshop is for small business owners and sales professionals who use e-newsletters, advertising and announcements to generate more qualified leads, create more demand for products and services and stay top of mind.

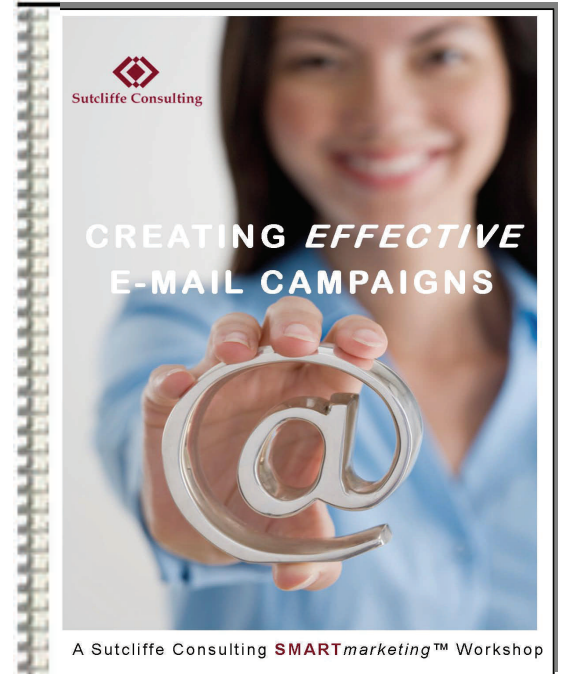
What You Will Learn

- Six keys to building successful e-mail campaigns
- How to create an appropriate email strategy for your business
- How to target your market for more effective sales
- How to generate content appropriate to your market

At the end of this workshop, you will be equipped to:

- set up your own email campaign
- segment your database for the most effective "touches"
- analyze the results of your campaign
- get started with your own 60 day FREE trial account*

* Sutcliffe Consulting is partnering with Constant Contact, the industry leading email marketing and online survey company.



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