EMAIL MARKETING
(Strategies and Best Practices That Get Results)

Presented by:
Jacksonville State University (JSU) Small Business Development System
Northeast Alabama Entrepreneurial Center
Anniston SCORE Chapter
Constant Contact

Thursday, February 5, 2015, 8:30AM – 10:30AM
CMP (Civilian Marksmanship Program) Building
1470 Sentinel Drive, Anniston, AL 36207

ATTENDEES OF THIS PRESENTATION WILL LEARN:
The different type of newsletters
How to create content that keeps your reader engaged & interested
The importance of using images and how to use them
Surefire strategies to get your emails opened
Timing is everything and you will learn when to send your newsletter
And MORE...

- No fee charged for attendance, but seating is limited
- Registrations are required
- More information online, see link below

Register online or call:
http://events.r20.constantcontact.com/register/event?oeidk=a07eaby7s3nde05b67c&llr=u5ufapjab

The NE Alabama Entrepreneurial Center at (256) 831-5215
or
The JSU SBDC at (256) 782-5271

AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Presenter(s)</th>
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</thead>
<tbody>
<tr>
<td>9:30</td>
<td>Welcome</td>
<td>Joe Grimes, JSU SBDC</td>
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<tr>
<td>9:35</td>
<td>Introduction of Speaker</td>
<td>Jennifer Williamson, NEAES &amp; SCORE</td>
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<td>9:40</td>
<td>Program</td>
<td>Mike Coleman, Constant Contact</td>
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<td>10:30</td>
<td>Adjourn</td>
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