



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

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 engage & 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

9:30 - 9:35	Welcome	Joe Grimes, JSU SBDC
9:35 - 9:40	Introduction of Speaker	Jennifer Williamon, NEAES & SCORE
9:40 - 10:30	Program	Mike Coleman, Constant Contact
10:30	Adjourn	



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The SBDC at Jacksonville State University is a member of the Alabama SBDC Network. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Anna Fang, JSU SBDC 700 Pelham Road North, Jacksonville, AL 36265 256.782.5271