



WHEN:

**Thursday
February 6, 2014**

**Check-In: 5:30 – 6 pm
Workshop: 6 – 9 pm**

WHERE:

**Laguna Niguel City Hall
Community Room
30111 Crown Valley Pkwy
Laguna Niguel, CA 92677**

COST: **FREE**

**Sponsored by the
City of Laguna Niguel &**



**A light dinner will be
provided.**

FREE BUSINESS WORKSHOP



The Power of Email Marketing/ Leveraging Social Media

Email Marketing is Not Dead! Build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing! We will provide tips to increase your email deliverability and open rates, write good headlines and content, and perhaps most importantly, strategies for getting and keeping high quality prospects, customers and members.

You will learn how to:

- Become a trusted email sender in the eyes of your prospects, customers, and members.
- Build your list! How to find and keep email list subscribers.
- Get your sent emails opened and read.
- Turn your readers into more frequent buyers/supporters/donators.
- Target your communications -- how to get the right message to the right people at the right time.
- Use email communications to improve customer/member loyalty.
- Combining email with social media to maximize your reach and effectiveness.
- Email marketing case studies, real world examples and best practices.
- Track results and what to do with this information.

We'll show you how to use email marketing as the spark to drive more visitors to your social media tools and to generate new prospects from your email marketing.

Also, there will also be a quick networking opportunity within the presentation.

MJ Finstrom & David Finstrom, a sister-brother team of HUTdogs, a creative services business, present this workshop. They constantly study the ever-evolving nature of social media and have a knack for walking clients through the steps needed to feel comfortable with the full range of on-line social media tools. Their teaching style focuses on both the strategy and the "how to" of using today's marketing tools. They are talented, inspired leaders in Facebook and Constant Contact training.



Seating is Limited!

Reserve your seat and register online at:

<http://cityoflagunaniguel.org/SCORE>

Questions? Contact us at:

CommDev@CityofLagunaNiguel.org

or 949.362.4360

The City of Laguna Niguel and SCORE, a nationwide nonprofit organization dedicated to the formation, growth and success of small business, have teamed up to provide FREE business training workshops on a variety of topics to help local businesses be successful.