



Evie – The Email Marketing Queen™ Email Marketing Workshops

How to use the Power of the Inbox to Capture Clients

From revealing why regular email doesn't work, to insider tips and techniques like list building tools and email design elements that work (and those that don't!). This workshop will give you the keys to one of the most effective tools for digital marketing you can do: email marketing.

How to Get Started with Email Marketing

This is a guided demonstration of the tools and features of Constant Contact's email marketing system. In this time-efficient, highly practical session, you will learn how to get set up with the basics so you can start your own email marketing.

Simple Secrets to Grow Your Business with Email and Social Media

This session will show you how to make the most of email marketing plus social media for your business. When the session is done you'll have a greater understanding of marketing basics like goals and objectives. You'll be given opportunities to capture your own ideas and build out the framework of your own "next great campaign" through interactive activities and a handout.

How to Have Your Best Holiday Season Ever

The holidays are the biggest spending season of the year — design a holiday offer that really stands out. You'll get ideas about the types of offers that could work for your business or organization, as well as an easy marketing plan to promote it. We'll even show you examples of effective email messages and social media posts, so you'll know exactly what works.

Powerful Ways to Grow Your Email List Quickly

Having a list of interested contacts is vital to every business. We will show you 30 easy ways to collect qualified email addresses that set you up for marketing success and help you grow your business along the way.

Content Marketing: What to Say, How to Say It

Heard of "location, location, location"? For online marketing it's "content, content, content"! Things like tone, date & time, and frequency impact how you attract and engage your audiences (or not). We'll cover tidbits like how many links create the most engagement, how to create high-open subject lines, tips on using pictures and videos, and more.

How to write Stand Out Subject Lines

Get their attention – get in the door – and get the response you desire. Whether you are trying to get read, realize revenue, increase your reach or inspire referrals, your subject lines are a key to your success! This fast-paced seminar will take a deeper dive into the mechanics of truly effective subject lines.

For more titles visit: www.xoomim.com/marketing-workshops

