

How to Email Marketing

8:30-9:00	Registration & Coffee Good morning and nice to meet you!
9:00-10:45	Email Marketing Fundamentals How to move the hook - sender, subject line, preview How to create email content that people care about
10:45-11:45	Build and grow your database Analysis of your results Email Do's & Don'ts
11:45-12:00	Summary & Q&A