

# The Power of Email Marketing With Constant Contact<sup>®</sup>



Presented by LucidPointe  
a Constant Contact<sup>®</sup>  
Solution Provider Partner and Local Expert

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business and organizations. This session will teach you how to master email marketing communications with a comprehensive look at best practices and winning strategies that lead to increased profits, revenue and engagement.

- What is permission-based email marketing and becoming a trusted sender
- Email list building
- Increasing deliverability and open rates
- Writing good subject lines and content - getting readers to take action
- Tracking results and what to do with this information
- How email and social media marketing work together to achieve goals

Share with your group or team the official Constant Contact<sup>®</sup>  
*Power of Email Marketing* presentation.

Combined with the experience and best practices offered by LucidPointe, your group or team will gain valuable knowledge, insights, and the confidence to begin using email marketing.

Call for details today - 203.285.6643