

SMALLBIZ SUCCESS

WORKSHOP SERIES

As an entrepreneur, business owner, or marketer for a company have you ever thought of how effective an email marketing campaign is? Over the years, Email Marketing has proven to be a cost-effective advertising tool for marketing as it allows for personalized and targeted sending. Staying connected with your customers is crucial to growing your small business.

Join Gwinnett County Public Library and SmallBizAlly to learn tips, techniques, and strategies to guide you through the tools and features for effective email marketing



Call us for info
678.822.3959

**MAY
7th** TOPIC: EMAIL MARKETING
TRENDS OF 2019

Now is the perfect time to determine the next move for your business and how to stand out from your competitors. It's time to think about your email strategy for the year ahead so you can focus your energy and make the most out of your time. Join us as we explore the top email marketing trends for small businesses and simple ideas to incorporate them into your marketing strategy.

**JUN.
11th** TOPIC: 30 WAYS TO GROW
YOUR LIST

Having an interested and engaged list of email addresses is vital to the success of your email marketing strategy. Continuing to grow and interact with your list is just as important. This seminar will cover various strategies to capture new contacts, stay top of mind and build relationships with your subscribers.

**JUL.
2nd** TOPIC: CREATE MORE
PERSONALIZED MESSAGES

As a small business, you have an advantage over larger businesses. You interact with your customers on a daily basis which enables you to create more personalized email marketing efforts that get great results. Personalization goes beyond just adding their name to your emails. In this workshop, we'll show you what it means to personalize your email campaigns, how to add simple personalization in your emails, and how to personalize based on what you know about your subscribers.

**AUG.
6th** TOPIC: AUTOMATE YOUR
MARKETING

Automation is one of the newest and most effective email trends that continues to become more effective and widely utilized by small businesses. Learn to leverage this email feature to save you time and result in more highly engaged subscribers.

**SEP.
3rd** TOPIC: DRIVE NEW BUSINESS
WITH SOCIAL MEDIA

Whether you are new to social media or struggling to make your profiles more engaging, this session will answer your common questions about the different platforms, how to build your network, and what to say and share with your followers

**OCT.
1st** TOPIC: HOLIDAY EMAIL
MARKETING IDEAS

Do you know what emails you plan on sending to your subscribers this holiday season? Whether you want to drive online sales, boost year-end donations, or get shoppers into your store, email marketing can help. This seminar will provide last-minute holiday email ideas, time-saving tips, easy promotional plans, and more.

**NOV.
5th** TOPIC: HAVE YOUR BEST
HOLIDAY SEASON EVER

Customer spending is higher in the holidays than any other time of year—shouldn't they be spending with you? Do not miss out on your piece of the holiday pie! Let us show you how to influence your potential customers' purchases by making an offer they can't resist.

**DEC.
3rd** TOPIC: POWER OF THE INBOX

Email marketing is and continues to be one of the most effective forms of digital marketing for a small business/ organization. In this session, we'll reveal the latest best practices, industry trends and techniques to maximize success using this powerful digital tool. You will learn the benefits of email marketing, how to design, create, send and track your email's success.

All sessions held at:



Suwanee Branch
361 Main St, Suwanee, GA 30024
Time: 6 - 7:30 PM

Free and open to the public. Registration is required. Please register by emailing events@gwinnettpl.org or by visiting smallbizally.com.



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