

The Power of the Inbox

Tips and Tricks for Successful Email Marketing



Welcome



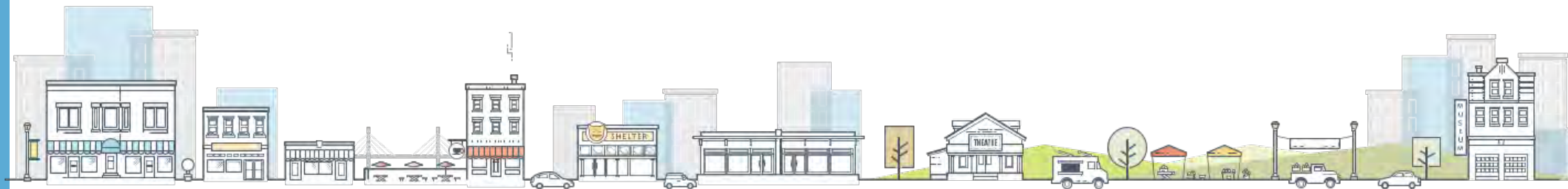
Eric Olsen
CEO - Fasturtle

Questions after the event?

 facebook.com/fasturtle

Call 480-348-0467

 @fasturtle



What is email marketing?

SOUTHSIDE CYCLING
New Safety Gear for Kids

Why Is Bicycle Safety So Important?

Newest Items At Southside Cycling

Shop Now

128 Main St., Western MA
508-234-2322

Gerald Consulting, Inc.

Did you know...
70% of change management initiatives **FAIL**.

You can be apart of the 30% who succeed!

Ask us how

Make decisions to support change in your organization.

Success Story

STAY CONNECTED

Pajama Program
Delivering Warm Sleepwear and Nurturing Books to Children in Need

Our Mission

Pajama Program provides new pajamas and new books to children in need nationwide, many of whom are waiting to be adopted

Pajama Program 2015

Find ways to help

Join the Movement

View Listings

GREAT VACATION RETREATS

Book your vacation now and stay anytime at *select vacation rentals in Poipu on the south side of Kauai between April 9th and June 25th, 2015 and receive every 3rd night FREE!

Kauai Vacation Special
Every 3rd night is free!

View Listings

camp unleashed®

Here's what campers are saying about us...

An INCREDIBLE adventure for all... we are very active at home but to do things together unleashed is MOST amazing. WE LOVE Camp Unleashed and can't wait to come back in 2012!

—Kelli-Ann Reilly, Fort Myers, FL

Share YOUR story!

It was amazing. Not only do I have PTSD, and VERY rarely go out, but my dog Moose is very people shy. At camp we both felt safe enough to be who we really are. I loved every single second.

—Meghan Duprey, Charleston, SC

Delivering professional email communications to an interested audience containing information the recipient finds valuable that looks great in any inbox!



 Cotton Lover's E-News
celebrating the natural fibers you love

Our Best-Selling 100% Cotton Yarn
Ideal for knitting, weaving & crochet!

Cotton Classic
30% Off
Flash Sale

Order NOW!

Order Now!

Free pattern booklets include with your order.
Great selection of colors available.
Sale ends Sunday May 1st!

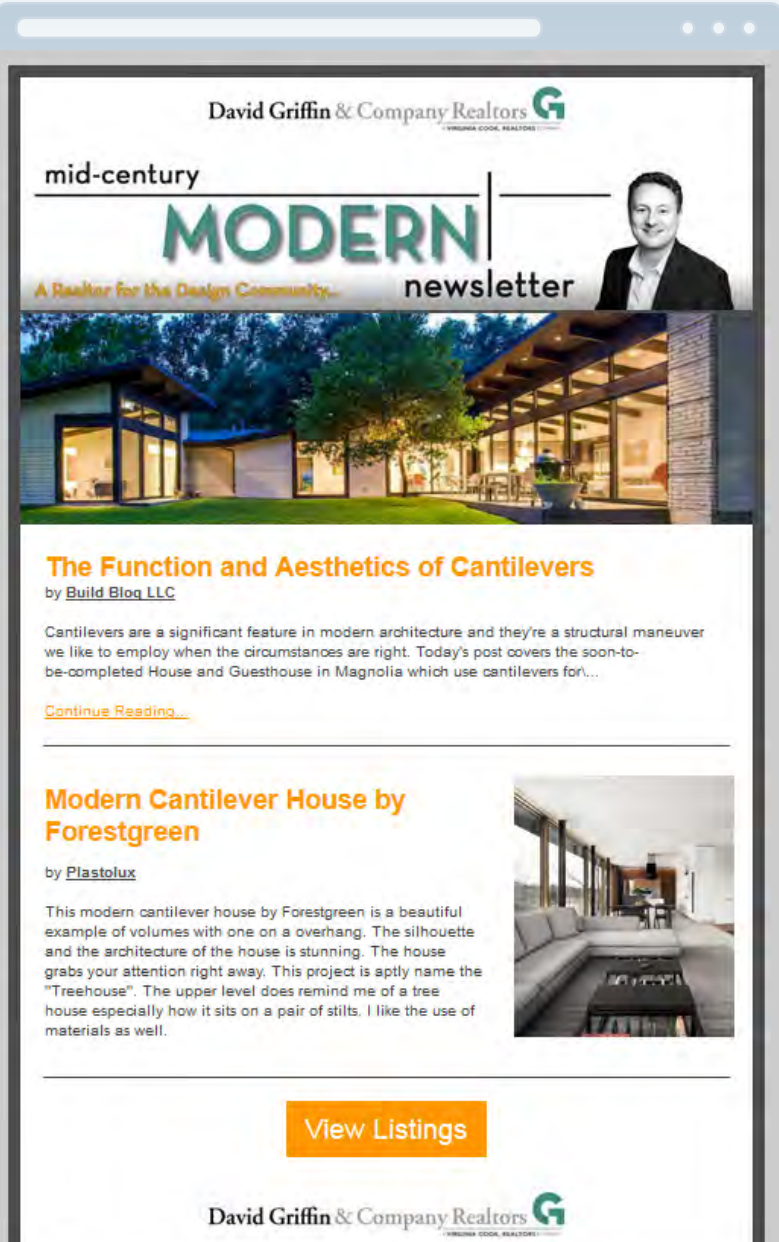
[f](#) [t](#) [in](#)

2011 Copyright, Cotton Clouds

What can it do for *your* business? Drive revenue and profit.

“Every time I send out an email, I get a sale in 15 minutes. Overall, I get up to four times as many sales with these newsletters than I did with my old ones, and they’ve gone from about \$50 per order to \$100.”

- Irene Schmoller, founder [Cotton Clouds](#)



What can it do for *your* business?
 Create and **increase awareness.**

“The emails are an important reinforcement of brand. I get calls from people I’ve never met all the time. They get the newsletter, or a friend of theirs gets the newsletter, and they know I’m the person to call. It really helps establish credibility upfront.”

- Brandon Stewart, realtor at [David Griffin & Company Realtors](#)



THE CLUB AT
Allegria Spa
PARK HYATT BEAVER CREEK®

FITNESS CLASSES | PERSONAL TRAINERS | THE SPA

HEART HEALTH MONTH

Heart disease is the leading cause of death for both men and women.

More women die of cardiovascular disease than the next four causes of death combined including all forms of cancer.

More than half of the deaths due to heart disease in 2009 were in men.

February is American Heart Month.

Let us help you help your heart.

We will be offering weekly heart healthy challenges for members throughout the month of February:

- This program is free for members.
- Prize drawings for those who complete the weekly challenges.

Ask your Club Staff of details.

Week 1: H2O Challenge
Week 2: Attend 5 Fitness Classes
Week 3: Track your Fruits & Veggies
Week 4: 30 minutes of Cardio
4-Times a Week

THE CLUB AT
Allegria Spa
PARK HYATT BEAVER CREEK®

970-827-6660 | allegriaspa.com

What can it do for *your* business? Boost **repeat business**.

“It has definitely been the easiest way to reach people. If we have a slower day and know that we want to reach local people, we can create a quick email and will get at least a few calls right away.”

- Christine Copertino, spa director for Allegria Spa



You need to harness the **power of the inbox.**
Are you ready?

Agenda

1. Why email marketing?
2. Harnessing the power of the inbox
 - a. Growing a healthy list
 - b. Creating great content
 - c. Designing a beautiful, mobile-friendly template that matches your brand
 - d. Getting your email opened
 - e. Tracking your results
3. Putting it all together



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Q: What is the #1 app on smartphones?

A: Email

More than half of all emails are opened on a mobile device

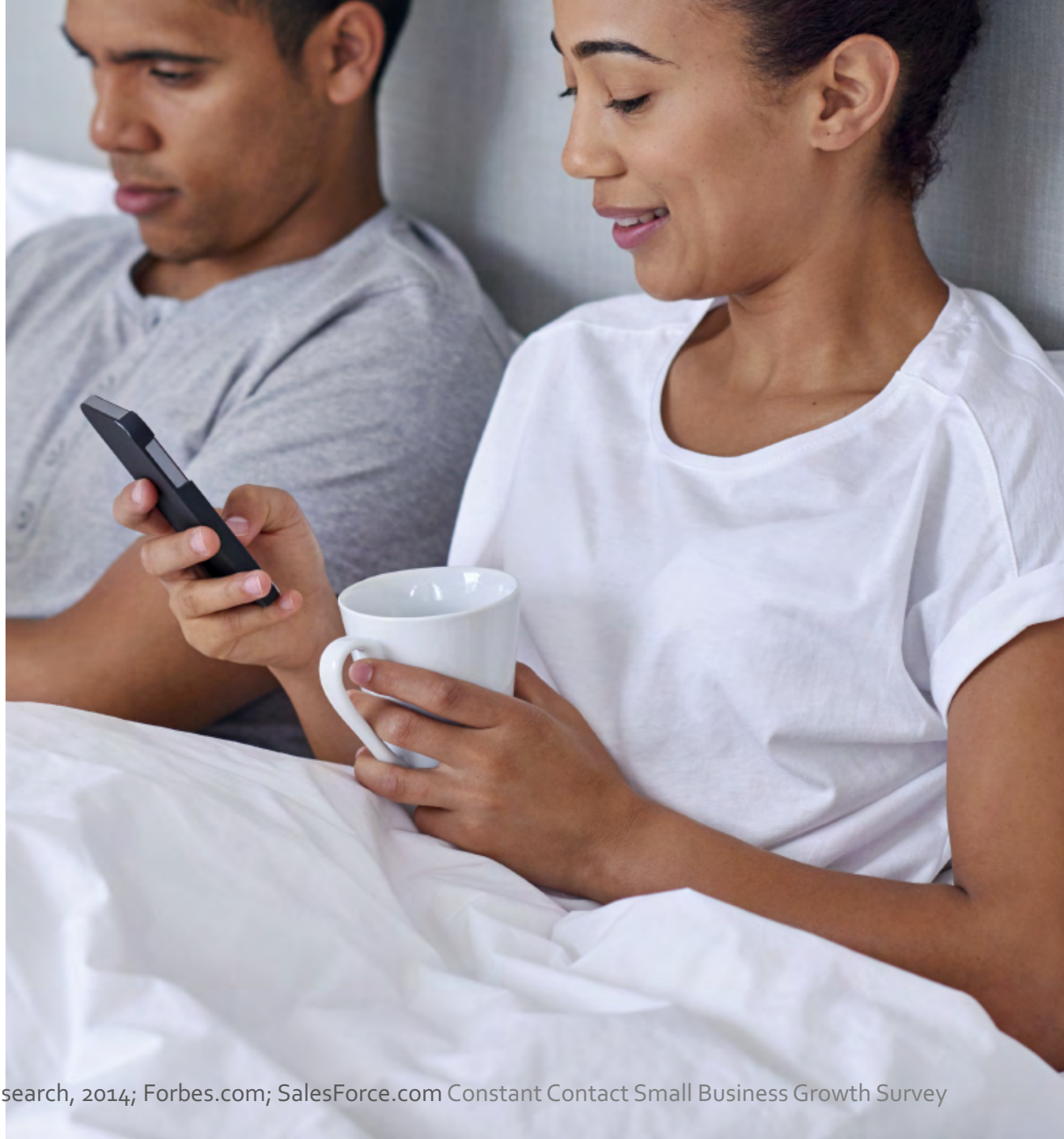
More people own a cell phone than own a toothbrush!



People read it

91% of people
check their email daily

88% regularly
check email on their
smartphones



It's reliable

Email gets delivered
90+% of the time

(Facebook posts
reach just **2%** of fans)





Why Email?

Because it works everywhere.





Email marketing has
3x the conversion
rate as social media

For every \$1 spent on email
marketing, there is a
\$44.25 average ROI



First impressions
matter.

Should your first impression be...

...this or this?

Stay cool when it's hot!

Southside Cycling <southside@southside.com>

To: Black, Robert; Black, S.; Braun, Adelle; Braxton, Carson; Thomas, Sherry; Cassey, Spenser; Chives, Daniel; Duggar, Rich; Downs, Tammy.; Dale, Mickey; Dickens, Kyle; Finnagan, Carry; Finestein, B.; Fish, Alex; Felder, M.; Grace, Kiley; Heldman, Samantha; Isaacson, Fiona; Jackson, Cheryl; Jackson, Bob; Jones, Robert; Johnson, Ben; Kale, Gretchen; Lindstrom, David; Lowes, David; Miles, Jackson; Minestrone, Chivory; Manoititis, Rebecca

From: Southside Cycling [mailto:southside@constantcontact.com]

Sent: Thursday, June 11, 2015 3:37 PM

To: Black, Robert; Black, S.; Braun, Adelle; Braxton, Carson; Thomas, Sherry; Cassey, Spenser; Chives, Daniel;

Subject: Stay cool when it's hot!

Let us help you have the perfect cycling summer! Visit our shop for the latest trends on gear for the season...

Hi! Tanya,

Have you checked us out lately?

Our bike shop has all the latest the Summer season trends at discounted prices and we're looking to keep you "cool" in the heat! We appreciate your business and if you haven't stopped in recently, bike on over and you will find all the latest gear for your cycling needs. We want to be your partner on the road. Check out our new latest and greatest in helmets, shoes, glasses, gloves and other sports wear. In addition, we have some upcoming workshops that may interest you.

Our very own Brody will be instructing those of you who would like to learn the art of bike repair and tuneup, for a hands-on workshop this month. You will learn how to clean and restore older models for reuse and he will also educate you on what to look for when shopping for a new one. Workshops start June 21 and run for 3 weeks, from 7:00 pm - 9:30 pm. Please visit our website at www.southsidecycling.com to sign up! Bring a friend and receive a 15% discount on your next in-shop purchase!

Don't forget about our event at the end of the month! We put our best foot forward when we pedal for charity! Donations are accepted and you don't have to be a professional to participate. Be sure to visit our shop to gear up for that Summer trek to stay comfortable while you help to make someone else's life a little easier. Sign up now for this wonderful event on our website. Families are welcome!

Thank you for your continued customer loyalty and please stop in the shop and say hello to Brody and myself! We look forward to seeing you!

Stay cool!

Southside Cycling Team



New Safety Gear for Kids



Why Is Bicycle Safety So Important?

Bike riding is a lot of fun, but accidents happen. The safest way to use your bike is for transportation, not play. Every year, about 300,000 kids go to the emergency department because of bike injuries, and at least 10,000 kids have injuries that require a few days in the hospital. Some of these injuries are so serious that children die, usually from head injuries. [Continue reading...](#)

Newest Items At Southside Cycling

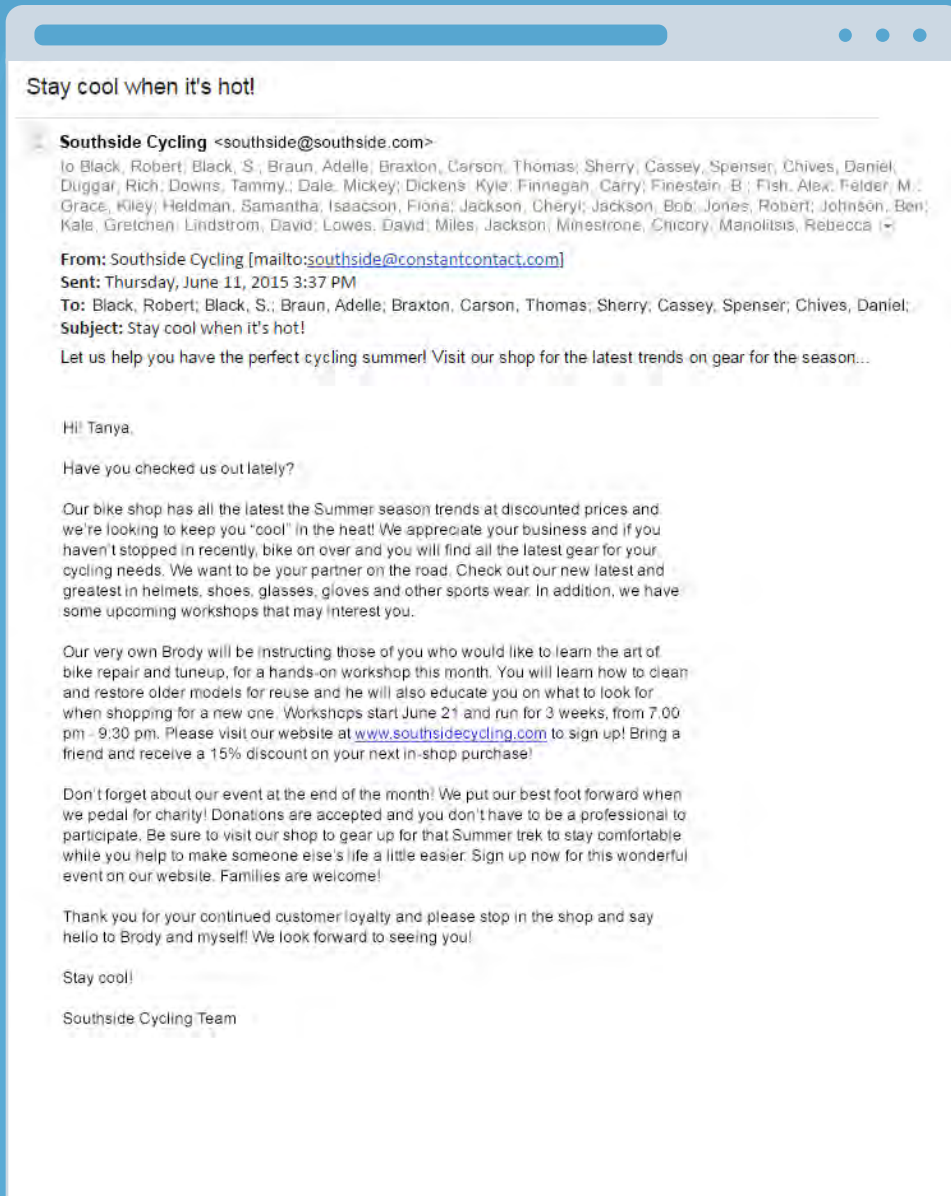


Shop Now



Why regular email *doesn't* work

- Limited sending
- No formatting control
- Susceptible to filters
- No cohesive branding
- Potential SPAM complaints
- No tracking or reporting

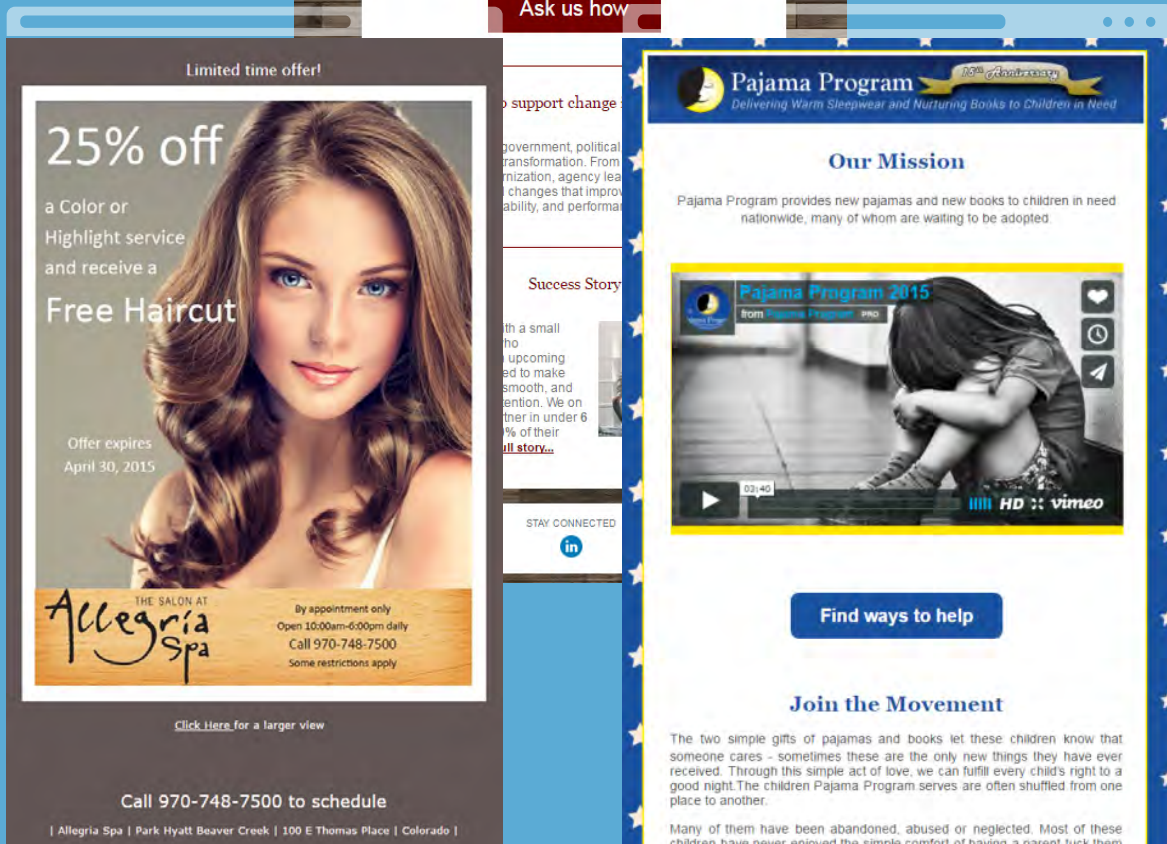
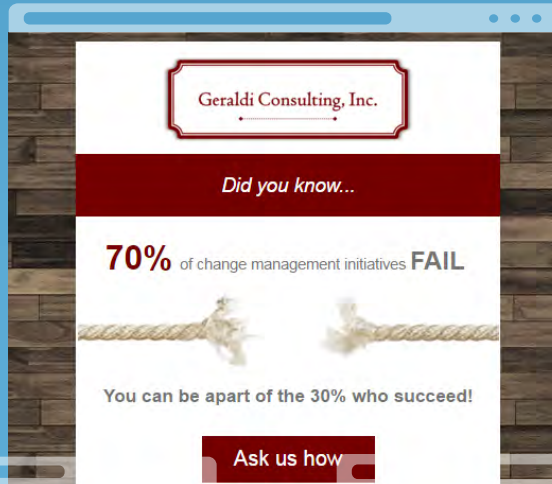




Email marketing best practices that make you look great!

Constant Contact will automatically:

- Provide beautiful templates
- Reinforce brand identity
- Manage subscriptions
- Ensure email delivery
- Track results
- Obey the law





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Growing your list is all about
how and *where* you ask.

And yes, you have to.

How to Ask: The importance of permission

Get express consent

Be straightforward

Offer opt-out

Respect privacy

Be legally compliant



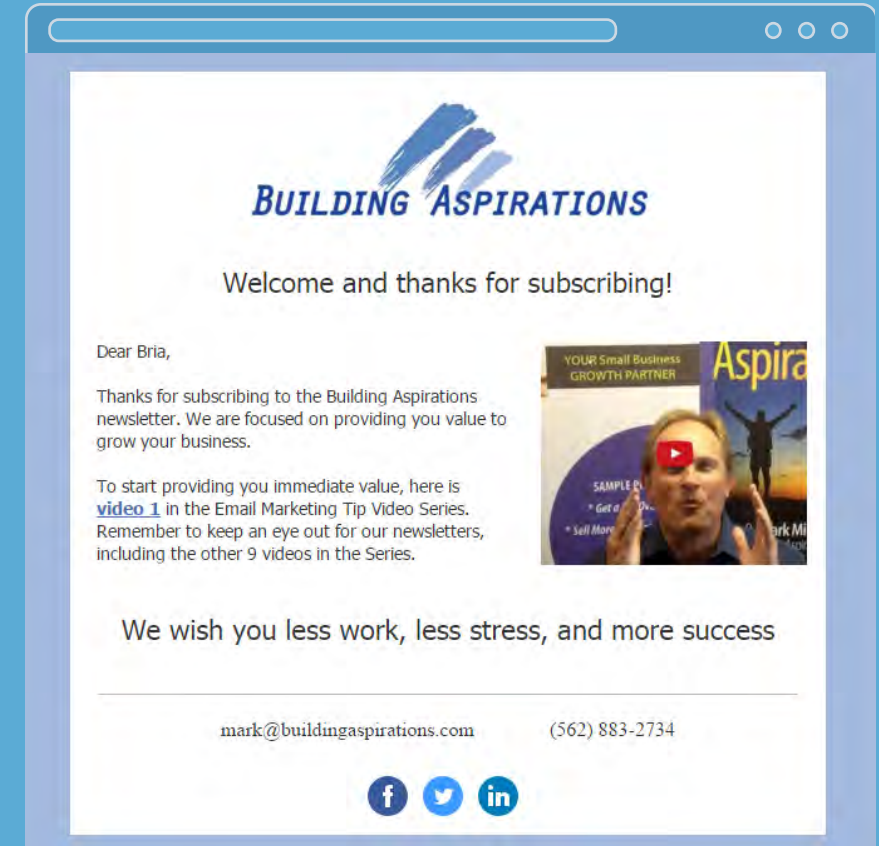
Where to Ask: Everywhere you're online



2

A screenshot of the Building Aspirations sign-up form. The form includes fields for Email Address, First Name, Last Name, and Phone Number, followed by a 'How did you learn about us?' dropdown menu and a yellow 'Sign Up' button. The number '2' is positioned above the form.

3



Where to Ask: Everywhere else!



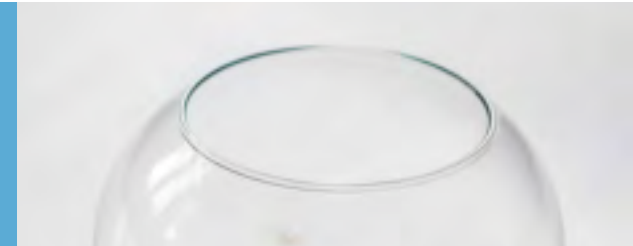
Events

Unchecked box



QR codes

Fishbowl

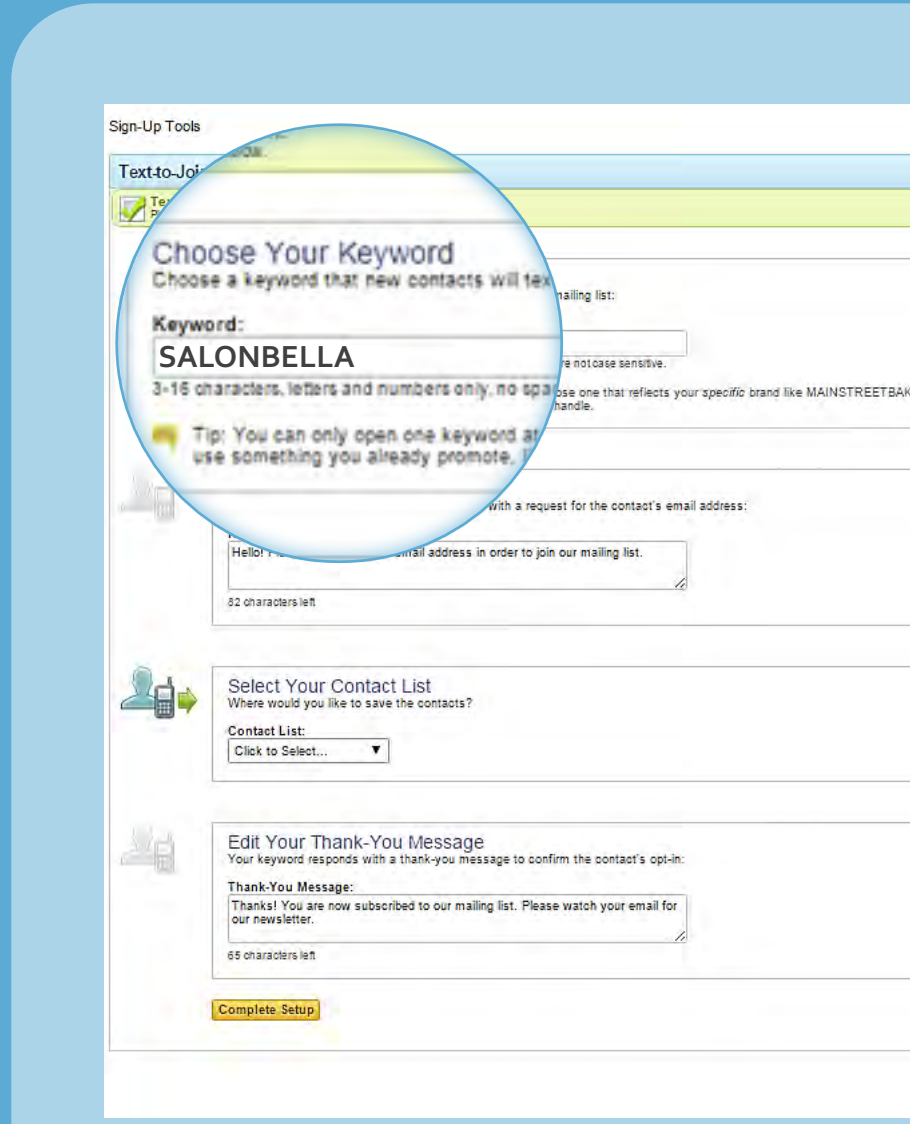


Sidewalk signs

But really, just ask.

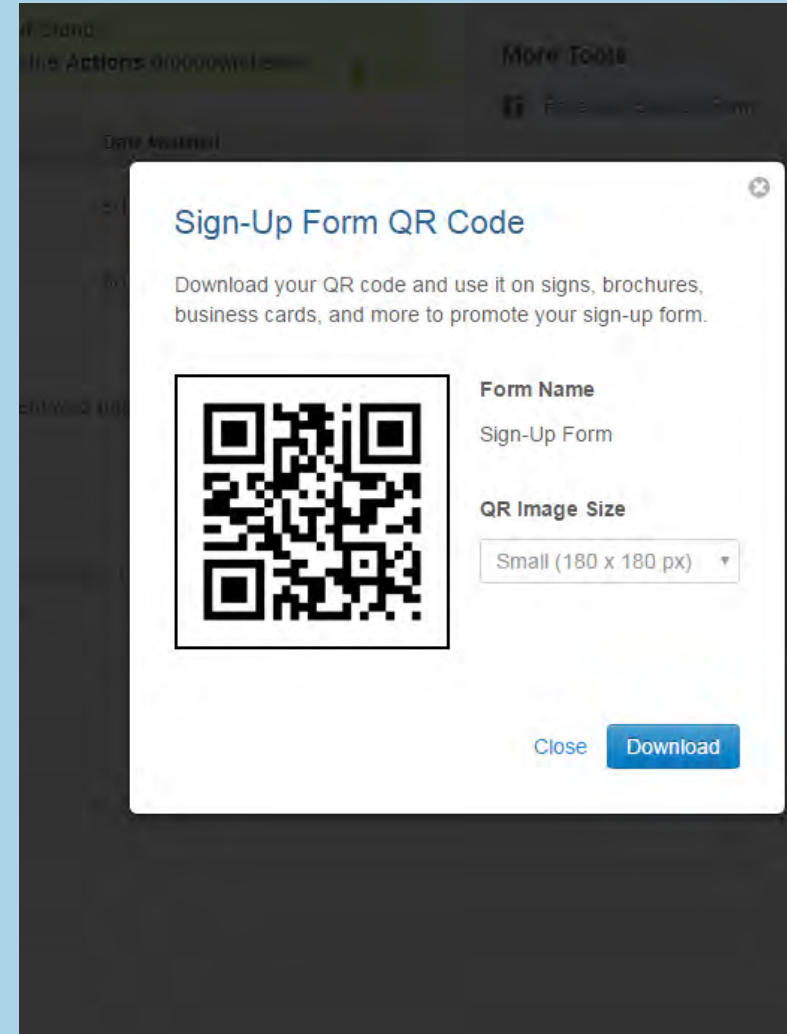
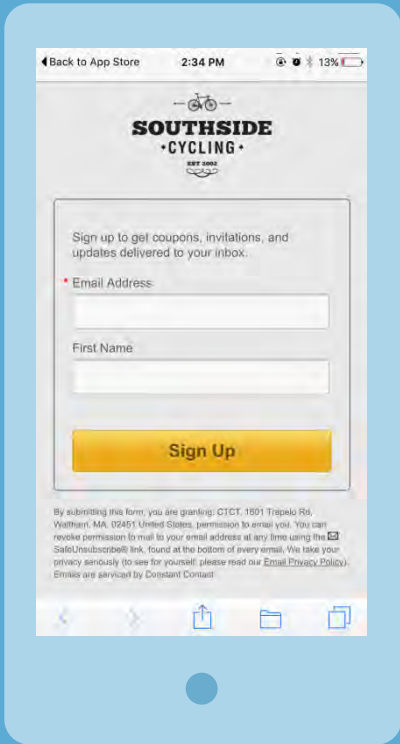


Tip: Use Text-to-Join to collect contacts





Tip: Use QR codes to collect contacts





Don't forget - give them a **reason** to join your list *and* let them know when to expect it.

Ongoing education

VIP preference

Insider news

E-book, whitepaper

Updates

Discounts

The **#1** reason for an unsubscribe is irrelevant content.



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Focus on being relevant

Figure out how much is "enough"

Turn questions into content

Images are content too

Put your readers interests ahead of your own.



Write for your audience, not for *you*.

38%

unsubscribe if it's boring

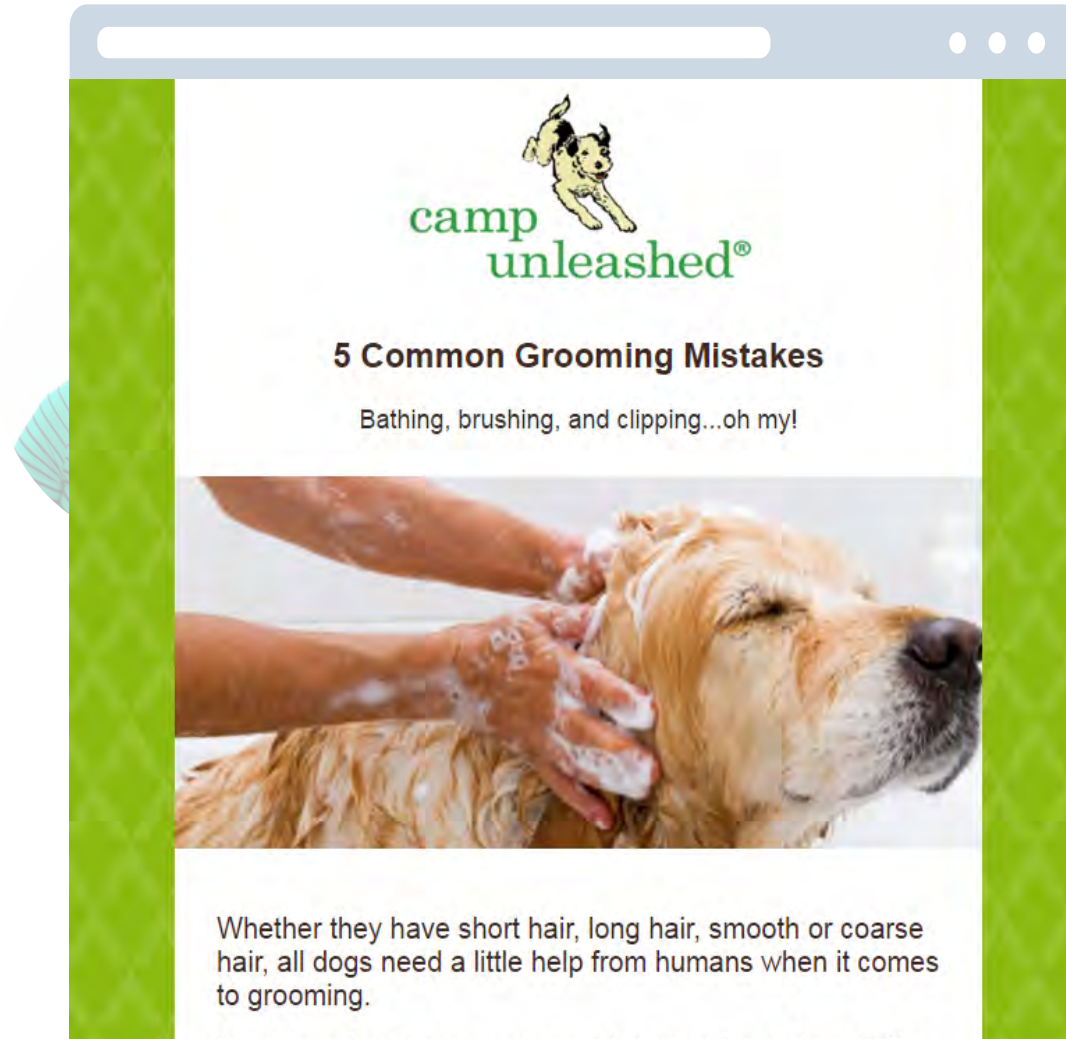
32%

send it to **spam** if it's irrelevant






Write for your audience, not for *you*.



camp unleashed®

5 Common Grooming Mistakes

Bathing, brushing, and clipping...oh my!



Whether they have short hair, long hair, smooth or coarse hair, all dogs need a little help from humans when it comes to grooming.





How Less is more?

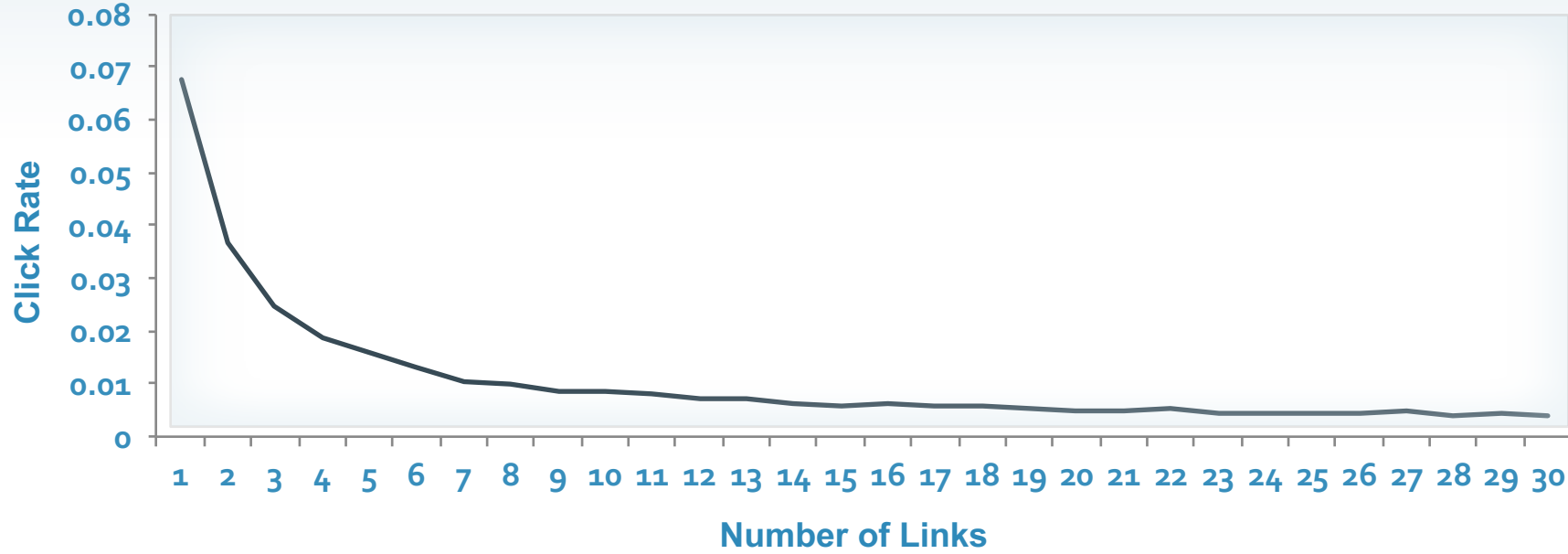
3 pictures or less



..... 20 lines of text or less



Clicks per Link



Fewer links,
more clicks



1

most clicks

2

eh... okay

3+

steep decline

5+

less to no clicks



Turn Questions...

How do I ensure my pipes won't burst this winter?



5 Ways to Protect Your Pipes this Winter

Can I deduct the mileage I drive for volunteering?



Your Top 3 Mileage Deduction Questions

How do I get more people to attend my events?

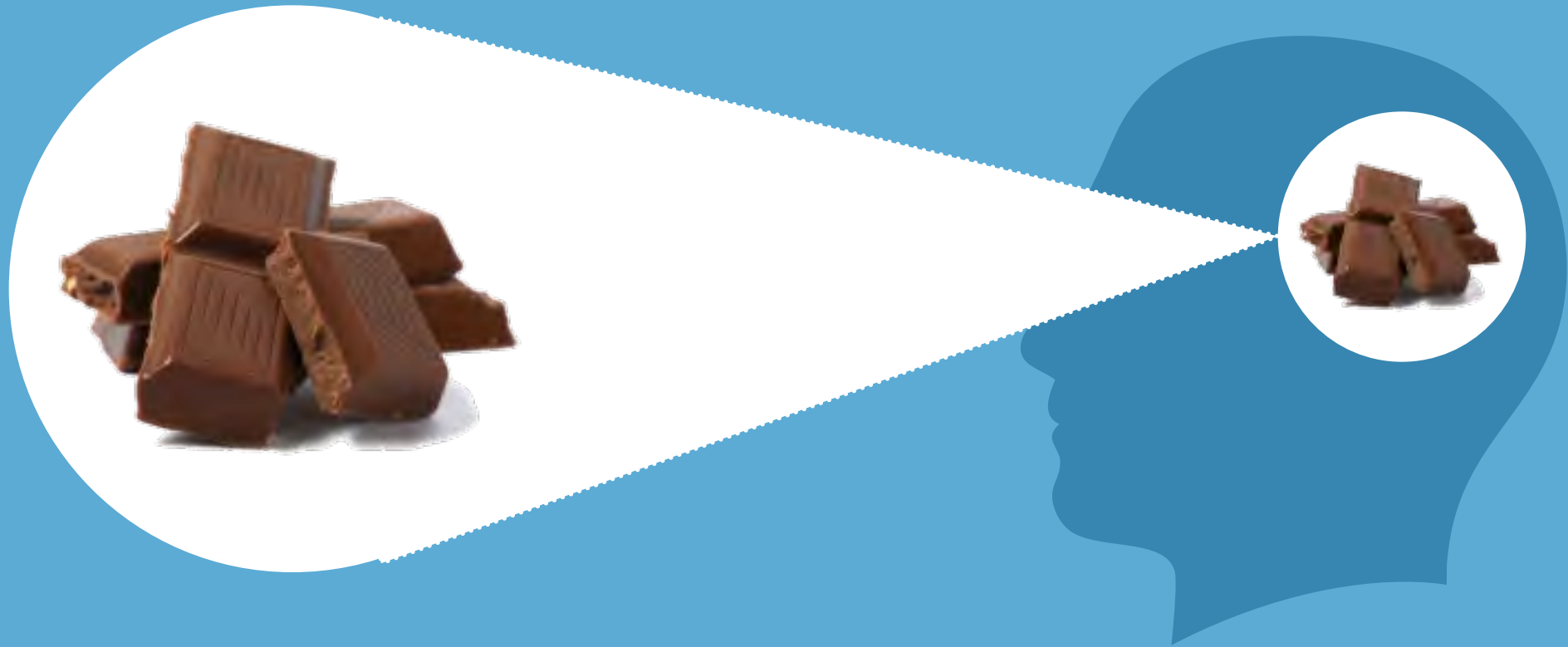


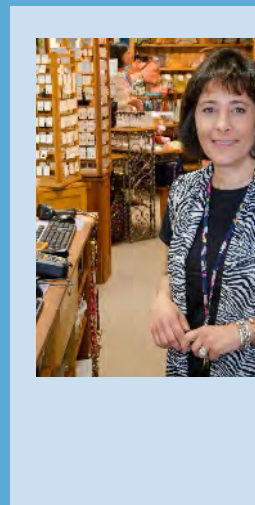
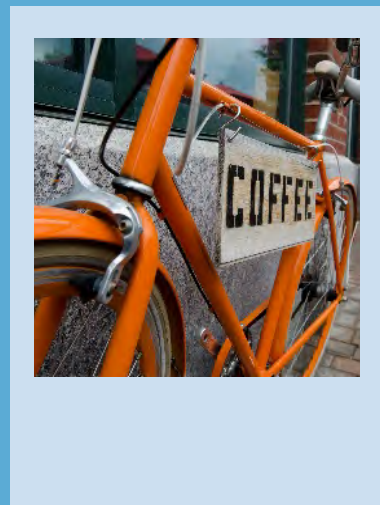
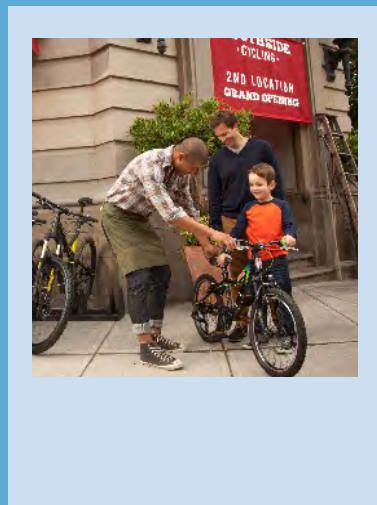
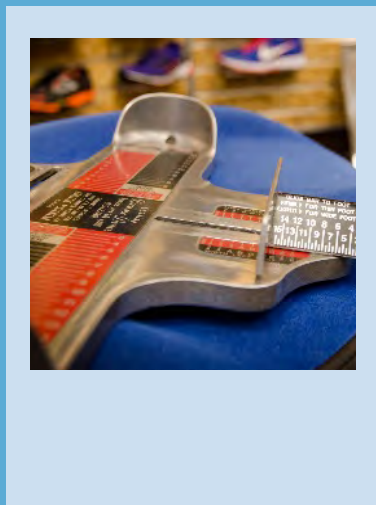
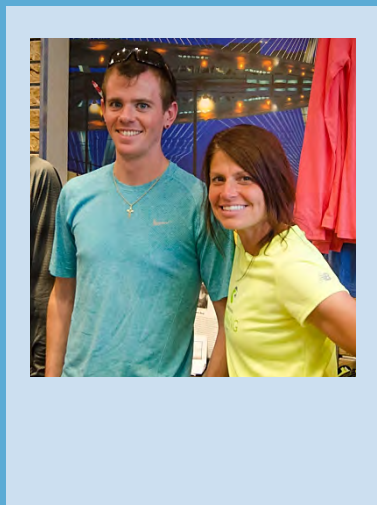
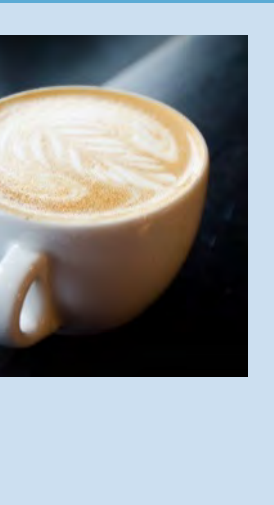
10 Ways to Increase Event Attendance



Images are content too!

90% of information processed by the brain is visual content





Working with photos

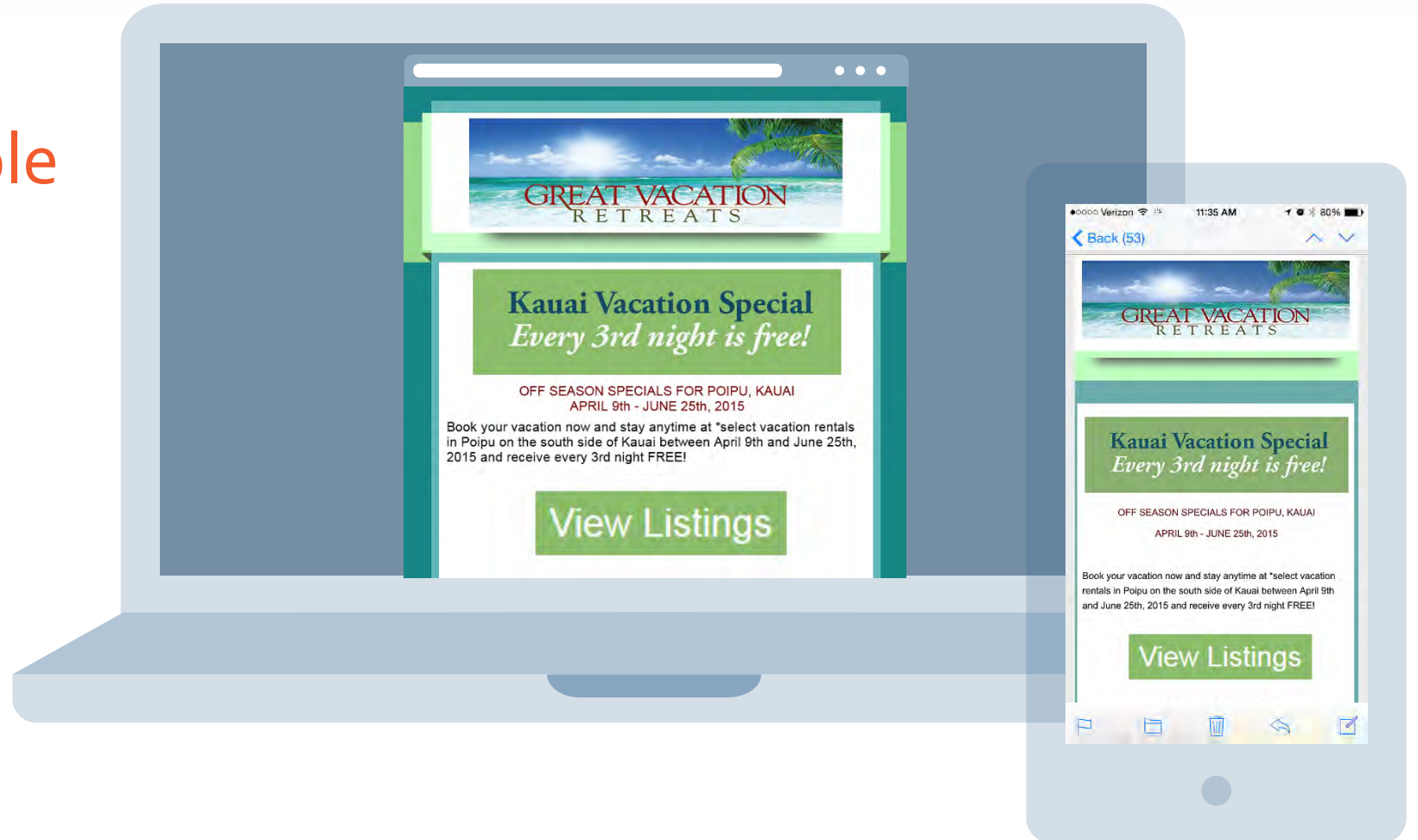
- Choose the right size
- Avoid copyright issues
- Use your own photos
- Find stock images

BigStock
www.bigstockphoto.com



Communicate through Content

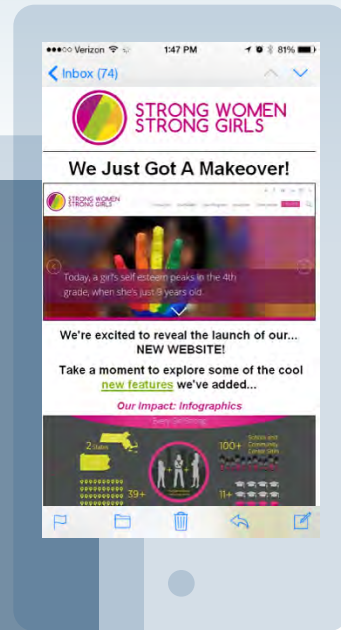
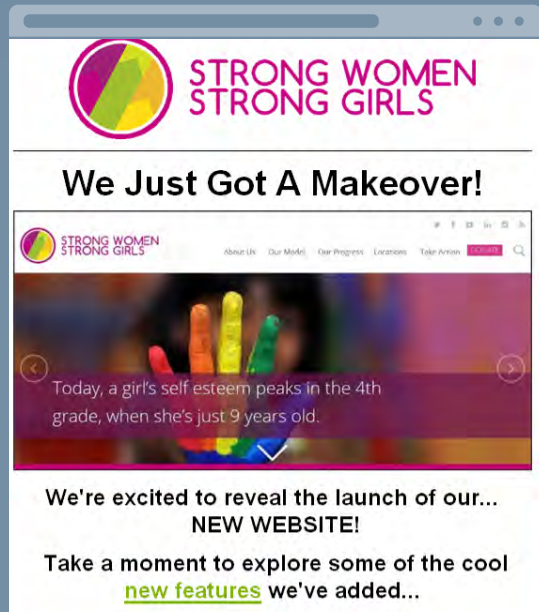
- Make images **clickable**
- Keep key action **above the scroll**
- **Limit** the choices!





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Optimize for mobile

Ensure consistent branding

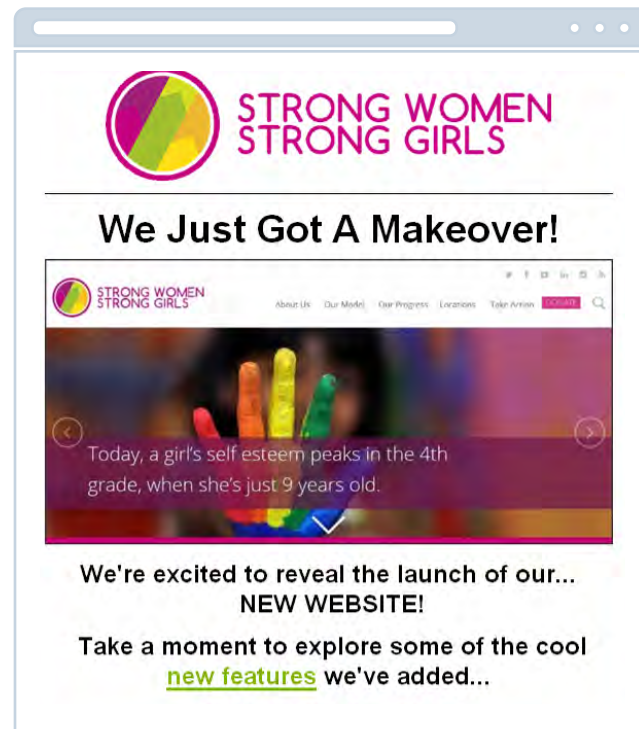
Look great – and recognizably *you* – in any inbox!



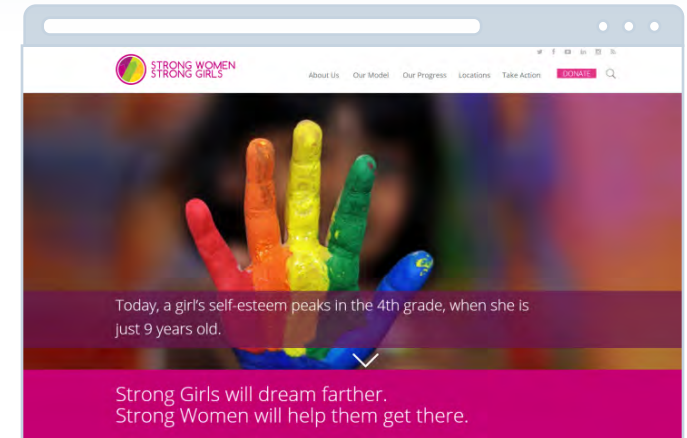
Be recognizable. Everywhere.

- Be consistent
- Use images
- Use similar language

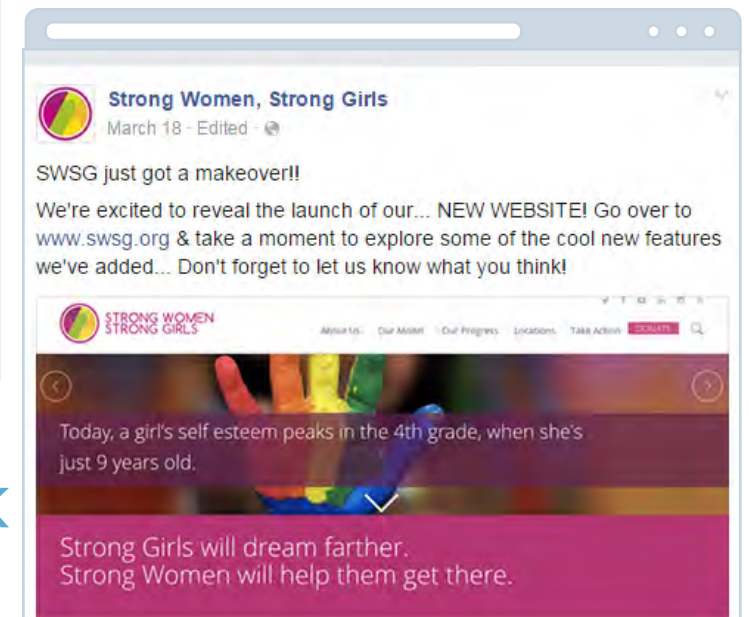
Email



Website



Facebook



Newsletters

- stay **top of mind**
- send news or updates
- inform and educate



Announcements

- share **new products**
- invite to a **special event**
 - ask for **feedback**



Promotions

- provide **exclusive content**
- offer **deals or coupons**
 - ask for **feedback**





Simple recipe for success...

1. Single column template
2. Fewer than 3 images
3. Fewer than 20 lines of text
4. No more than 3-5 links
5. Action above the scroll line

A preview of an email newsletter for Half Moon Yoga Studio. The newsletter is displayed within a browser window frame. At the top, the logo "Half Moon YOGA STUDIO" is shown in a serif font, with "Half Moon" in black and "YOGA STUDIO" in green. Below the logo is a green decorative element. The main heading is "Summer yoga class schedules" in a bold, black, sans-serif font. Underneath is a photograph of several women in a yoga studio, performing a yoga pose. Below the photo is a paragraph of text: "Summer is only a few weeks away! Check out our new class schedule and relax this summer with the yoga class that's right for you. Need more information on our classes? [View videos on our website](#) created by our instructors." Below this text is a purple button with the text "Sign Up Today" in white. Under the button, the text "Yoga for Kids" is followed by "Every weekday @ 10 am". At the bottom, there is a final paragraph: "Work out with your family! Kids ages 6-10 and their caregivers will learn basic yoga poses, breathing and flexibility." The entire newsletter content is enclosed in a purple border.



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Recognized
Sender

Compelling
Subject



Good Timing

Easy Social
Options

Give them 4 reasons to pay attention.

Who sent it?

How do people know you best?

Make your “from name” and “from email” recognizable.



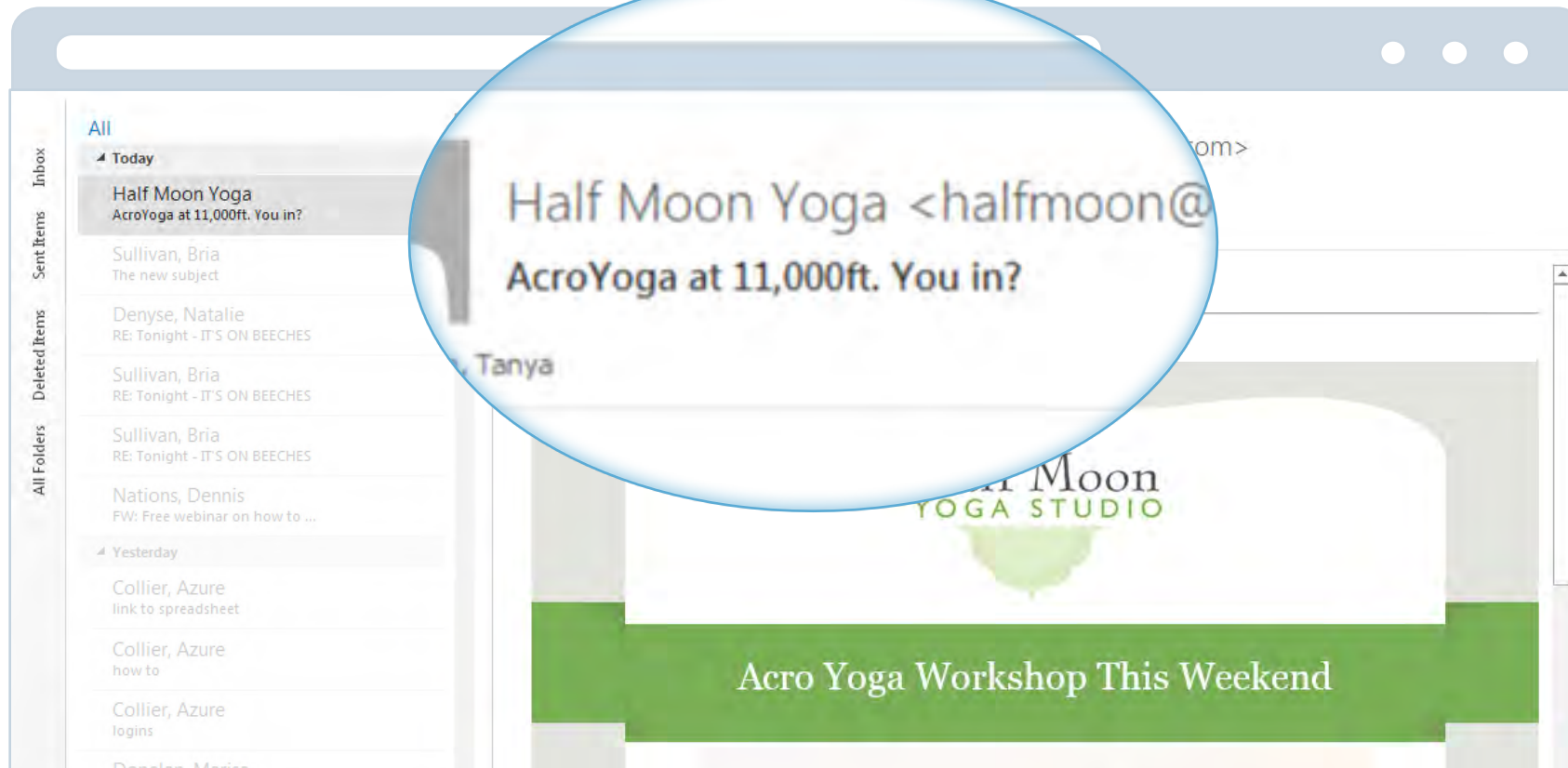
More than **1/3** of people
open an email based on the subject line.





Is it worth reading?

Identify your purpose. Be clear, be clever and...





Size matters.



Keep it short.

30-40 characters max

6-10 words max

Control “pre-header” text



Aspire to higher ground! Join us for this monumental experience. Details below.

Half Moon YOGA STUDIO

AcroYoga Workshop



Entice them.

- Use pre-header text
- Customize the message

Choose your words carefully.

Act Now! Win
Refund guaranteed offers
Fast! **Click** Get **Free** home
cash rates dollars
traffic **now** Act Now! credit
remove **Urgent** order
Purchase Fees **income**
money Save



Timing is everything.

What day of the week?

- Day of the week (Monday-Wednesday)
- Time of day (morning or afternoon)
- Device used (desktop or mobile)



When is it best to send emails?

Restaurants

Monday



7:00 am

Accountants &
Financial
Advisors

Tuesday



6:00 am

Hotels, Inns,
B&Bs

Wednesday



7:00 am

Religious
Organizations

Thursday



12:00 pm

Arts & Crafts

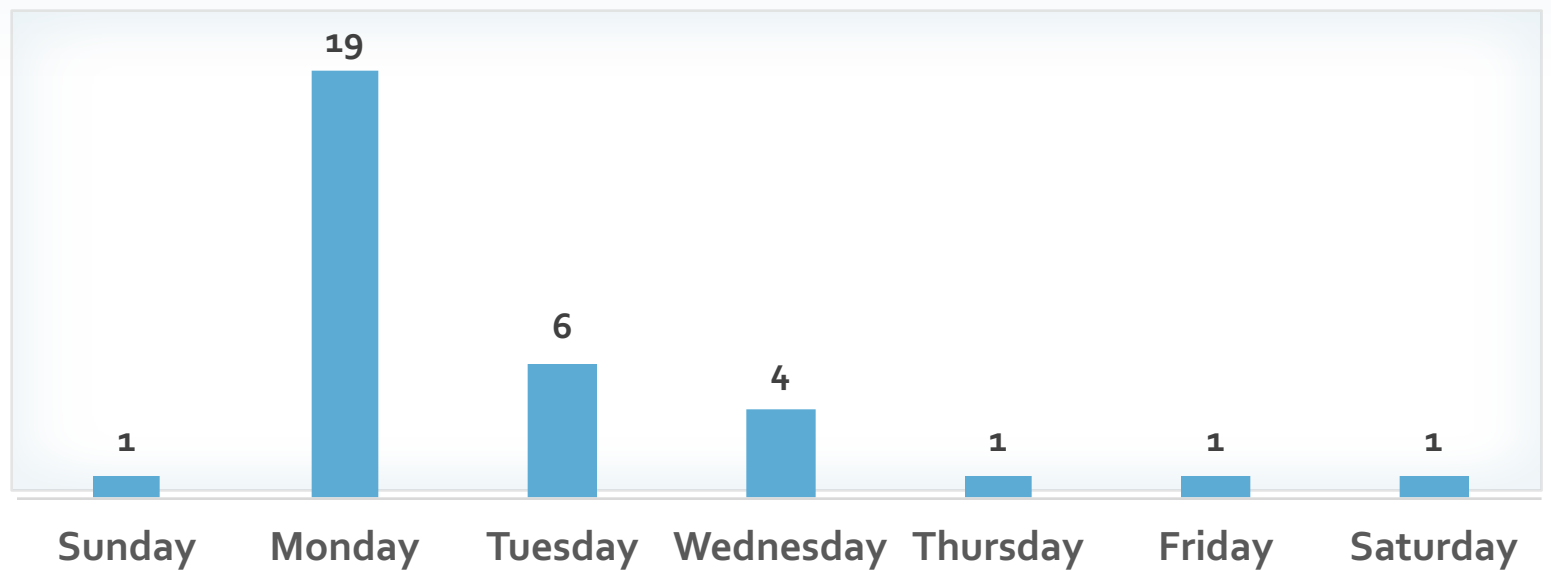
Friday



5:00 am



Best day to send
 (# of industries out of 33 studied)



- Accountant
- Art, Culture, Entertainment
- Consultant
- Financial Advisor
- Fitness Center/Recreation
- Legal Services
- Real Estate
- Salon, Spa, Barber
- Automotive Services
- Education – Primary/Secondary
- Personal Services
- Accommodations
- Home & Building Services
- Marketing, Advertising, PR
- Professional Services
- Technology

Cool and interesting fact:
When to Send

[#1]



Emails with social media buttons

increase click-through rates by **158%**





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Know what
metrics
matter

Use data to
make
decisions

Focus on the
"click through"

Don't guess. Use metrics.



OPENS

- Gauge interest
- Determine best day/time



Industry averages: **8-28%**

98

Unique Opens

30% Open rate

48% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

	Name	Email	Date/Time (EDT)
November 2015			
<input type="checkbox"/>	Sausser, Julianne	jsausser@ecopartnersinc.com	11/12/2015 8:36pm
July 2015			
<input type="checkbox"/>	Macara, Crystal	crystal.macara@theshoesalon.com	7/3/2015 9:19pm
June 2015			
<input type="checkbox"/>	Egg, Christine	ceggertx2@gmail.com	6/16/2015 10:22pm
May 2015			
<input type="checkbox"/>	Nicholson, Jenny	jnicholson@peo.net	5/21/2015 7:26am
March 2015			
<input type="checkbox"/>	Grant, Marsha	mgrant@marincounty.org	3/2/2015 7:24pm
February 2015			
<input type="checkbox"/>	Lehman, Jan	ianl@standalelumber.com	2/21/2015 2:30pm

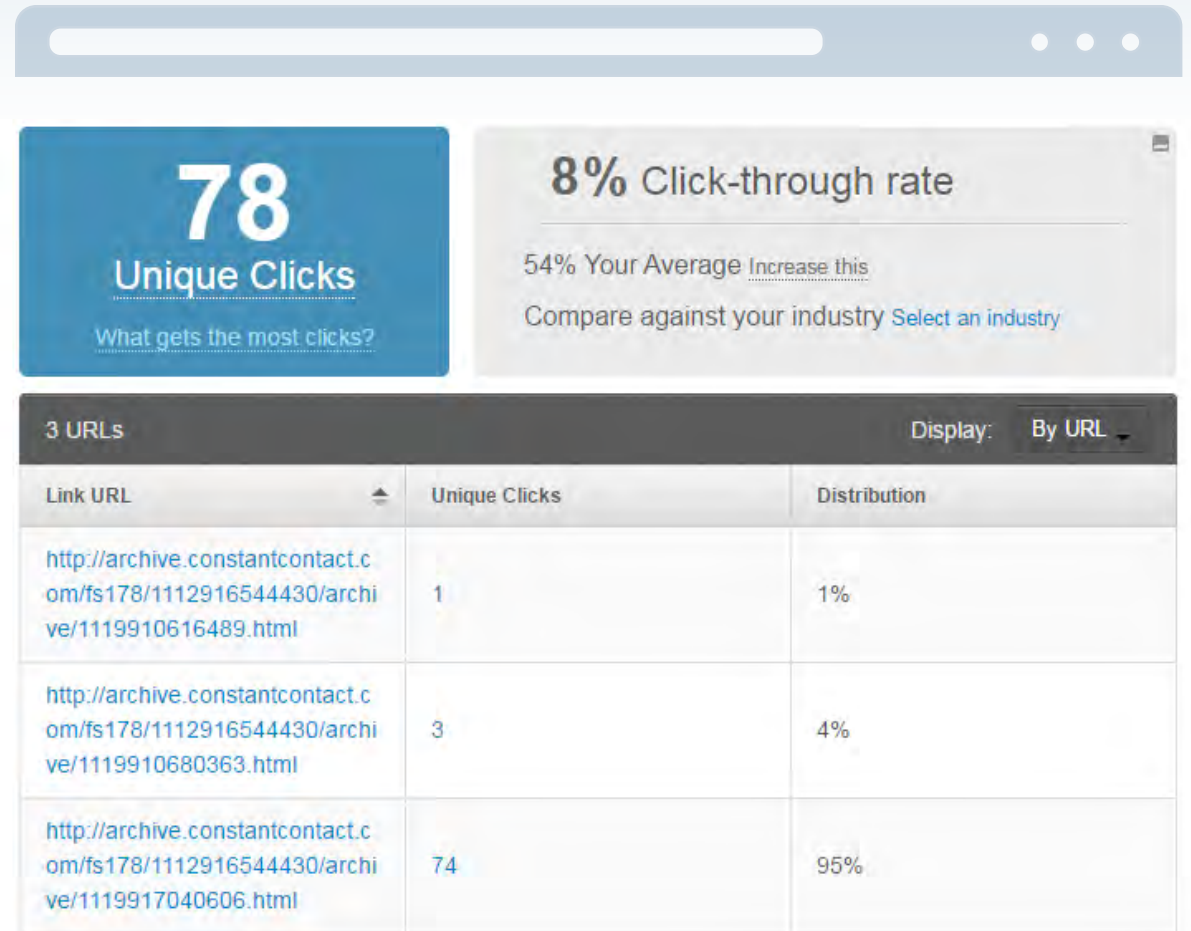


CLICK-THROUGHS

- Measure success
- Identify engaged readers



Industry averages: 5-18%



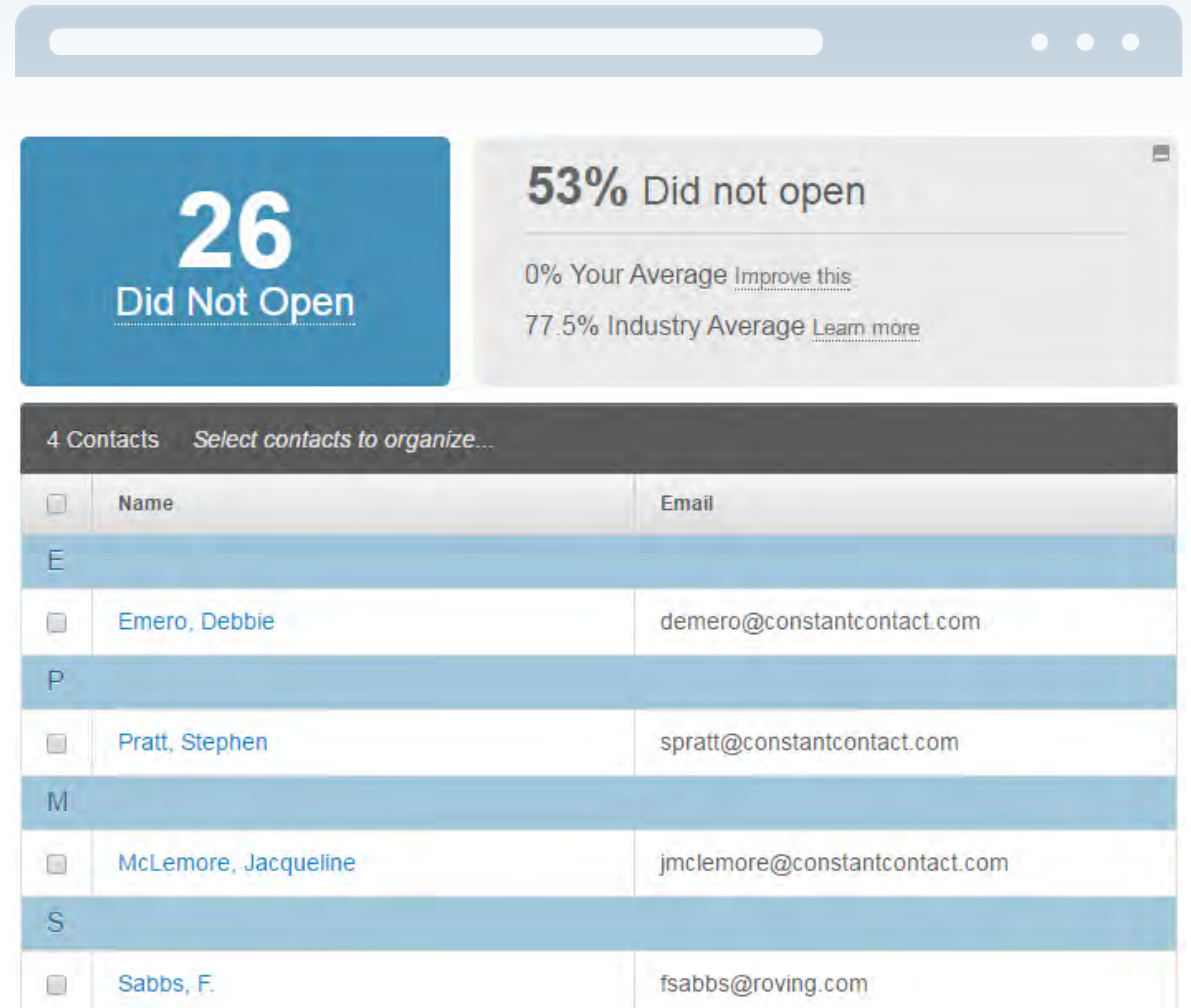


DID NOT OPENS

- Re-engage audience
- Test new methods



Industry averages: 72-92%



26 Did Not Open

53% Did not open

0% Your Average [Improve this](#)

77.5% Industry Average [Learn more](#)

4 Contacts *Select contacts to organize...*

<input type="checkbox"/>	Name	Email
<input type="checkbox"/>	Emero, Debbie	demero@constantcontact.com
<input type="checkbox"/>	Pratt, Stephen	spratt@constantcontact.com
<input type="checkbox"/>	McLemore, Jacqueline	jmclemore@constantcontact.com
<input type="checkbox"/>	Sabbs, F.	fsabbs@roving.com

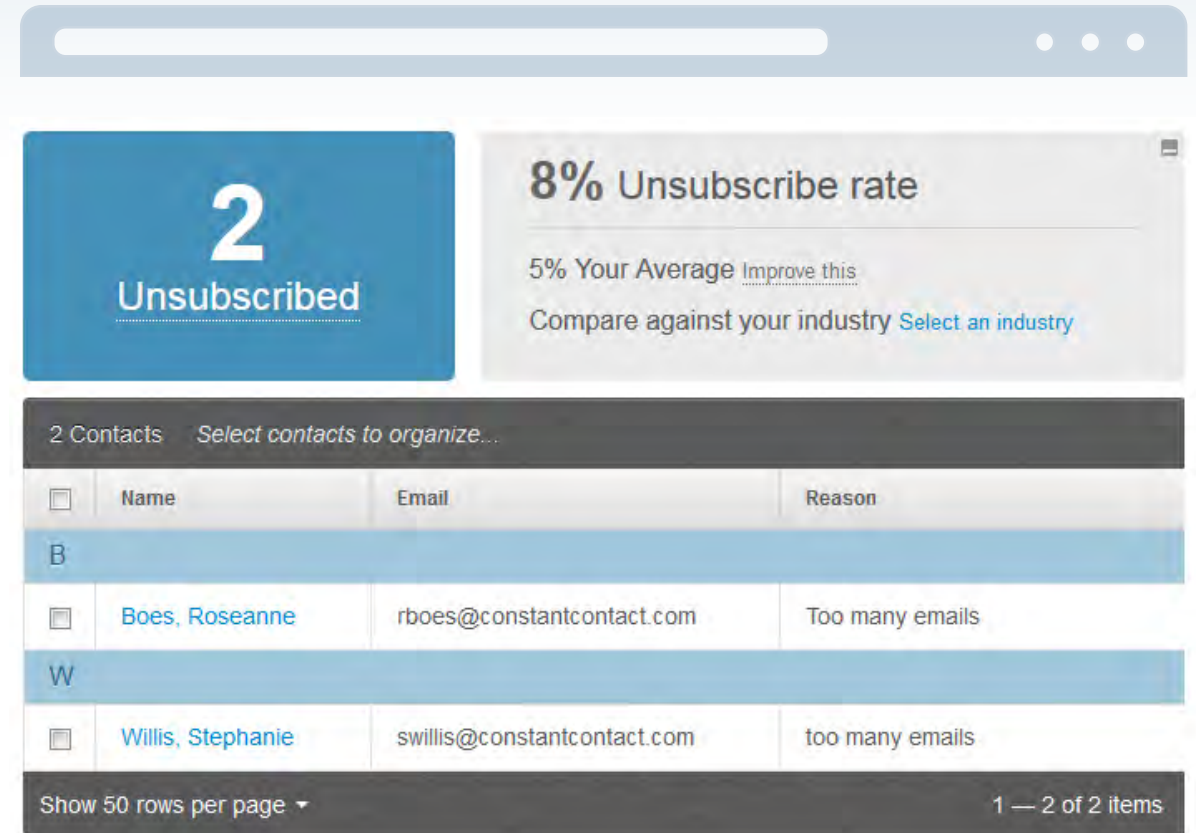


OPT-OUTS

- Collect feedback
- Adjust mailing strategy



Industry average: <1%



The screenshot displays a dashboard with the following elements:

- A blue box showing **2 Unsubscribed** contacts.
- A summary card showing an **8% Unsubscribe rate**, with a **5% Your Average** and a link to [Improve this](#). Below it, a link to [Compare against your industry](#) and a button to [Select an industry](#).
- A table header: **2 Contacts** *Select contacts to organize...*
- A table with columns: **Name**, **Email**, and **Reason**.
- Section separator: **B**
- Table row 1: **Boes, Roseanne**, rboes@constantcontact.com, Too many emails
- Section separator: **W**
- Table row 2: **Willis, Stephanie**, swillis@constantcontact.com, too many emails
- Footer: **Show 50 rows per page** and **1 — 2 of 2 items**

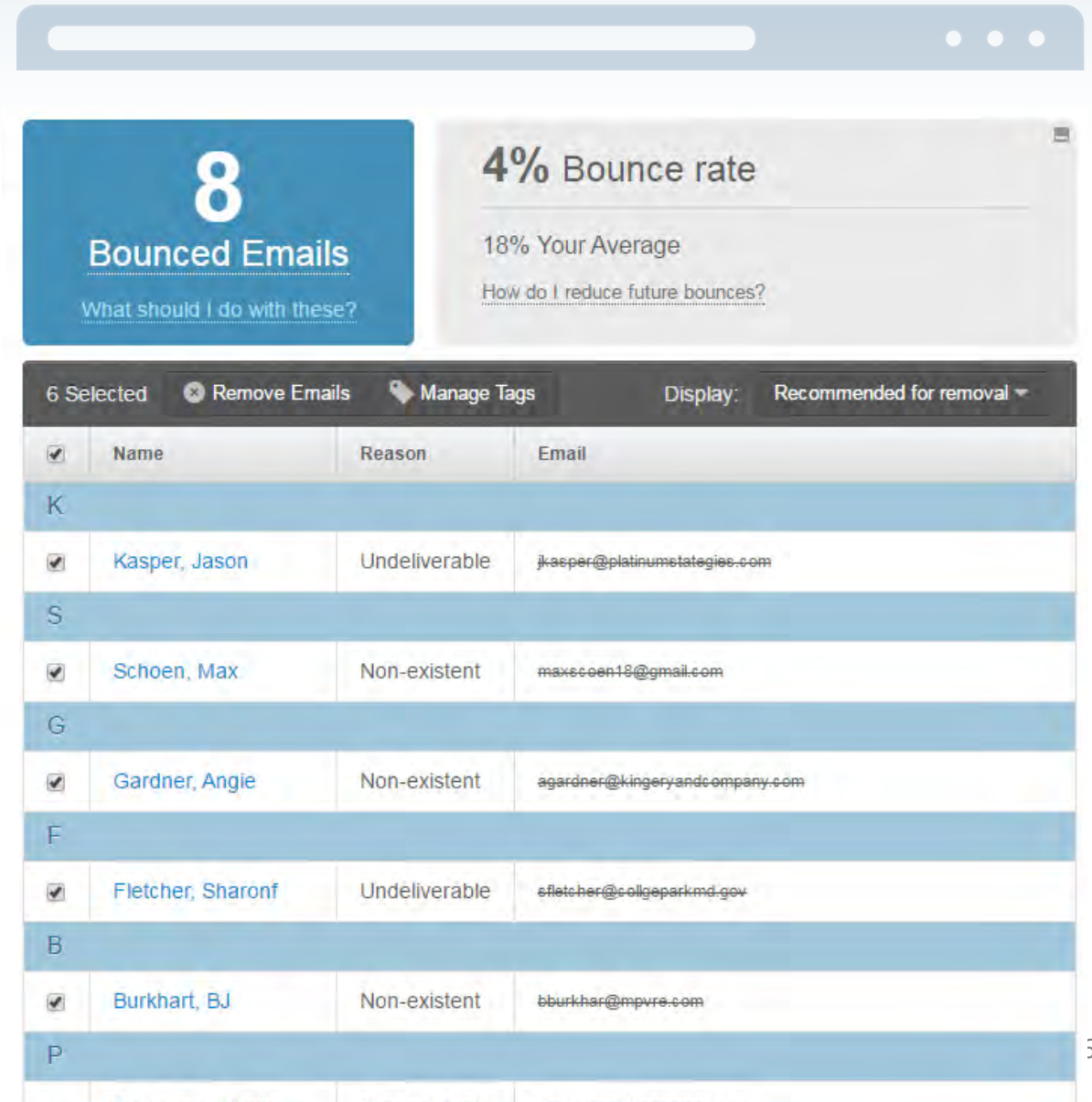


BOUNCES

- Identify “bad” addresses
- Maintain clean lists



Industry average: 2-14%



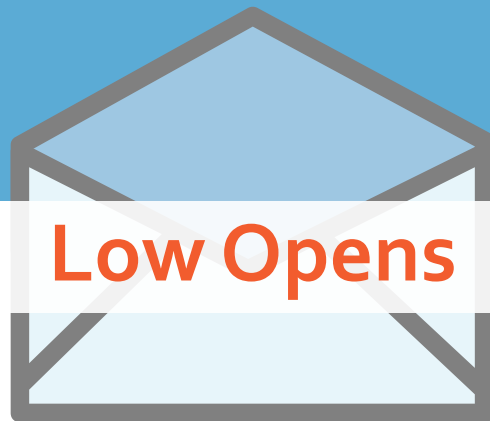
The screenshot shows a dashboard with the following elements:

- Summary Card:** A blue box displays "8 Bounced Emails" with a link "What should I do with these?". To its right, a grey box shows "4% Bounce rate", "18% Your Average", and a link "How do I reduce future bounces?".
- Toolbar:** Includes "6 Selected", "Remove Emails", "Manage Tags", "Display:", and "Recommended for removal".
- Table:** A table with columns "Name", "Reason", and "Email". It lists several bounced emails, including:

Name	Reason	Email
Kasper, Jason	Undeliverable	jkasper@platinumstrategies.com
Schoen, Max	Non-existent	maxschoen18@gmail.com
Gardner, Angie	Non-existent	agardner@kingeryandcompany.com
Fletcher, Sharonf	Undeliverable	sfletcher@collegeparkmd.gov
Burkhart, BJ	Non-existent	bburkhar@mpvra.com



Making decisions based on **LOW** metrics



- Have recognizable **from name**
- Write interesting **subject line**
- Send **timely emails**



- Have a strong **call to action**
- Keep email **short**
- Send **targeted** emails



Making decisions based on **HIGH** metrics



- Find the **best time & day**
- Identify **best keywords**
- Segment **'super fans'**



- Format links to **stand out**
- Offer **links** to preferred content
- Segment **'super clickers'**

Spotlight on the "click-through"

Re Reports > My Email Campaign

EM My Reports

- Sent (214)
- Opened (25)
- **Clicked (21)**
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

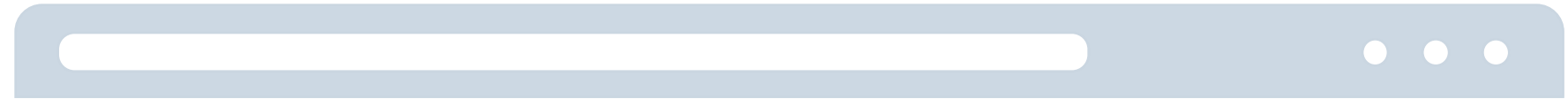
21
Unique Clicks
[What gets the most clicks?](#)

10% Click-through rate
7% Your Average [Increase this](#)
Compare against your industry [Select an industry](#)

4 URLs Display: By URL

Link URL	Unique Clicks	Distribution
http://www.pinterest.com/mindbodyonline/	2	9%
https://www.facebook.com/pages/Half-Moon-Yoga-Studio/223262421217335	4	19%
https://www.mindbodyonline.com/online-booking	12	57%
https://www.youtube.com/user/MINDBODYonline	3	14%

View the
“clickers”



Reports > My Email Campaign

My Reports

- Sent (214)
- Opened (25)
- **Clicked (21)**
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

12

Unique Clicks

[what gets the most clicks?](#)

10% Click-through rate

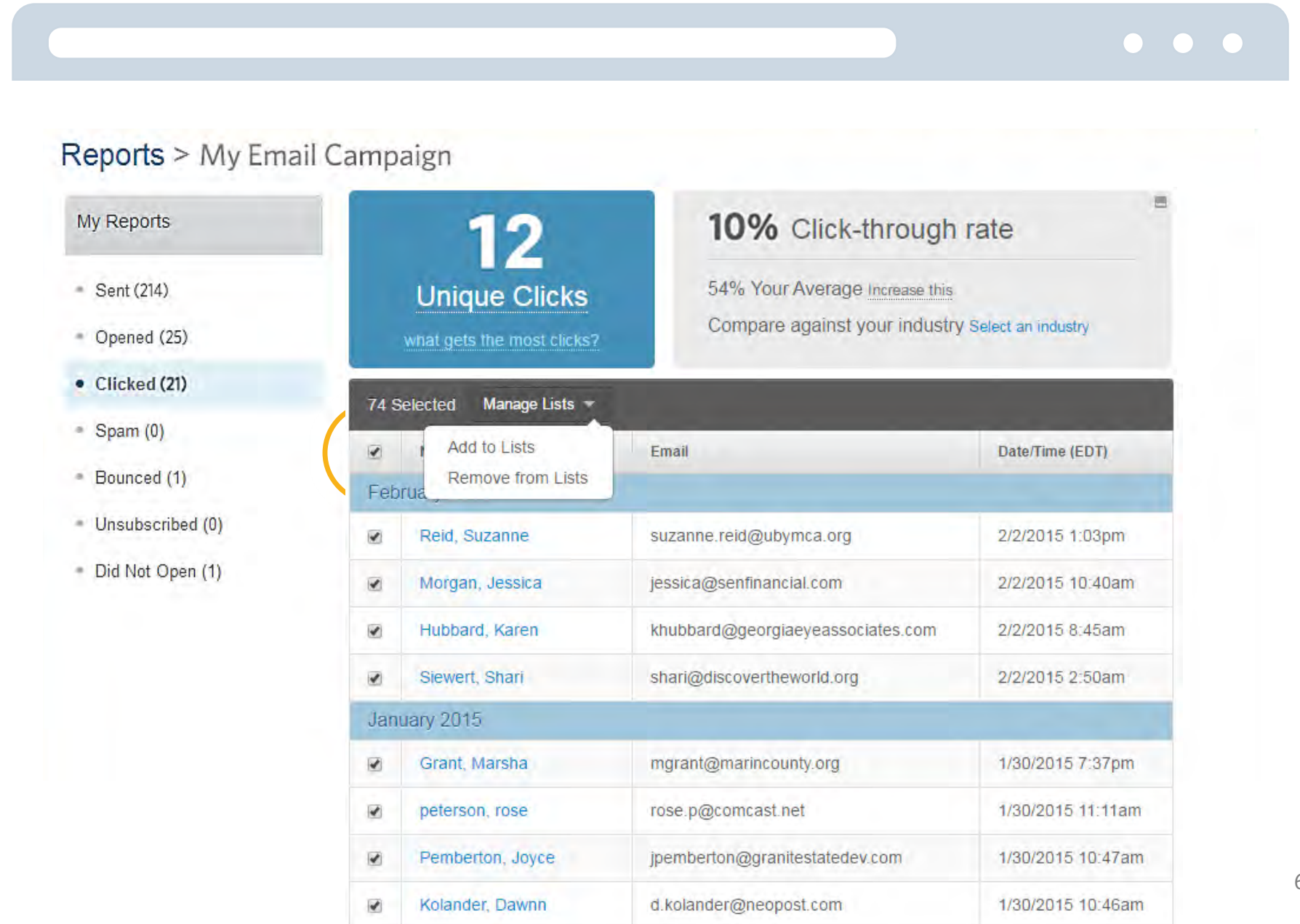
54% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

74 Click-Throughs [Select contacts to organize...](#)

<input type="checkbox"/>	Name	Email	Date/Time (EDT)
February 2015			
<input type="checkbox"/>	Reid, Suzanne	suzanne.reid@ubymca.org	2/2/2015 1:03pm
<input type="checkbox"/>	Morgan, Jessica	jessica@senfinancial.com	2/2/2015 10:40am
<input type="checkbox"/>	Hubbard, Karen	khubbard@georgiaeyeassociates.com	2/2/2015 8:45am
<input type="checkbox"/>	Siewert, Shari	shari@discovertheworld.org	2/2/2015 2:50am
January 2015			
<input type="checkbox"/>	Grant, Marsha	mgrant@marincounty.org	1/30/2015 7:37pm
<input type="checkbox"/>	peterson, rose	rose.p@comcast.net	1/30/2015 11:11am
<input type="checkbox"/>	Pemberton, Joyce	jpemberton@granitestatedev.com	1/30/2015 10:47am
<input type="checkbox"/>	Kolander, Dawnn	d.kolander@neopost.com	1/30/2015 10:46am

Target based
on interest



Reports > My Email Campaign

My Reports

- Sent (214)
- Opened (25)
- Clicked (21)**
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

12 Unique Clicks
what gets the most clicks?

10% Click-through rate
54% Your Average [Increase this](#)
Compare against your industry [Select an industry](#)

74 Selected Manage Lists

Add to Lists
Remove from Lists

	Email	Date/Time (EDT)
February 2015		
<input checked="" type="checkbox"/>	Reid, Suzanne	suzanne.reid@ubymca.org 2/2/2015 1:03pm
<input checked="" type="checkbox"/>	Morgan, Jessica	jessica@senfinancial.com 2/2/2015 10:40am
<input checked="" type="checkbox"/>	Hubbard, Karen	khubbard@georgiaeyeassociates.com 2/2/2015 8:45am
<input checked="" type="checkbox"/>	Siewert, Shari	shari@discovertheworld.org 2/2/2015 2:50am
January 2015		
<input checked="" type="checkbox"/>	Grant, Marsha	mgrant@marincounty.org 1/30/2015 7:37pm
<input checked="" type="checkbox"/>	peterson, rose	rose.p@comcast.net 1/30/2015 11:11am
<input checked="" type="checkbox"/>	Pemberton, Joyce	jpemberton@granitestatedev.com 1/30/2015 10:47am
<input checked="" type="checkbox"/>	Kolander, Dawnn	d.kolander@neopost.com 1/30/2015 10:46am



Agenda

1. Why email marketing?
2. Harnessing the power of the inbox
 - a. Growing a healthy list
 - b. Creating great content
 - c. Designing a beautiful, mobile-friendly template that matches your brand
 - d. Getting your email opened
 - e. Tracking your results
- 3. Putting it all together**

What an “ideal” email looks like...

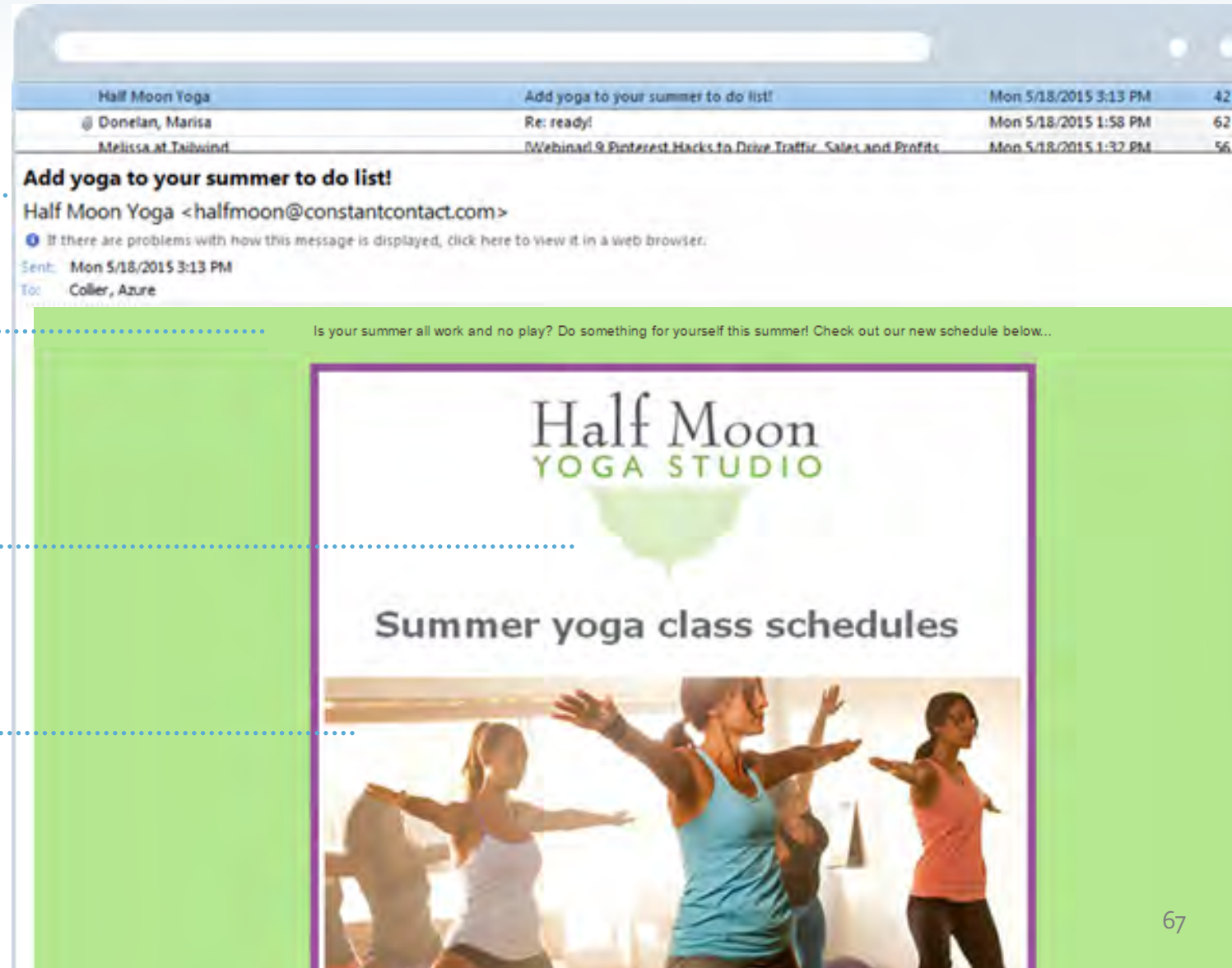
Subject line: keep it short
(8 words, 35 characters)

Include your **business name** in 'from name' text

Write **pre-header text**
to entice readers

Make your logo **clickable**
to your website

Communicate through images
and make them clickable.
Keep to 3 or fewer



Less is more. Focus on relevant content.
About 20 lines of text.

Include a clear **call-to-action**
above the scroll line

Minimize the **number of links**.
One is best, after 3 clicks drop
off significantly.

Apply your **brand colors**

Use **social media** buttons

An email layout for Half Moon Yoga with callout lines pointing to various elements. The callouts are: 'Less is more. Focus on relevant content. About 20 lines of text.' pointing to the introductory paragraph; 'Include a clear call-to-action above the scroll line' pointing to the 'Sign Up Today' button; 'Minimize the number of links. One is best, after 3 clicks drop off significantly.' pointing to the 'View videos on our website' link; 'Apply your brand colors' pointing to the purple 'Sign Up Today' button; and 'Use social media buttons' pointing to the social media icons at the bottom.

Summer is only a few weeks away! Check out our new class schedule and relax this summer with the yoga class that's right for you. Need more information on our classes? [View videos on our website](#) created by our instructors.

Sign Up Today

Yoga for Kids

Every weekday @ 10 am

Work out with your family! Kids ages 6-10 and their caregivers will learn basic yoga poses, breathing and flexibility.

Vinyasa Flow

Every Monday & Wednesday @ 6 pm

This class is based in the tradition of Vinyasa yoga, which focuses on strength, flexibility and balance. Suitable for all levels.

Power Yoga

Every Thursday @ 6 pm

Power Yoga is a fast-paced class that uses traditional yoga poses, but is a complete workout for your muscles. Suitable for all levels.

Half Moon Yoga | 20 Main St., Waltham, MA | 781-555-YOGA | [Email](#) | [Website](#)



What an “ideal” email looks like...



What an "ideal" email looks like...

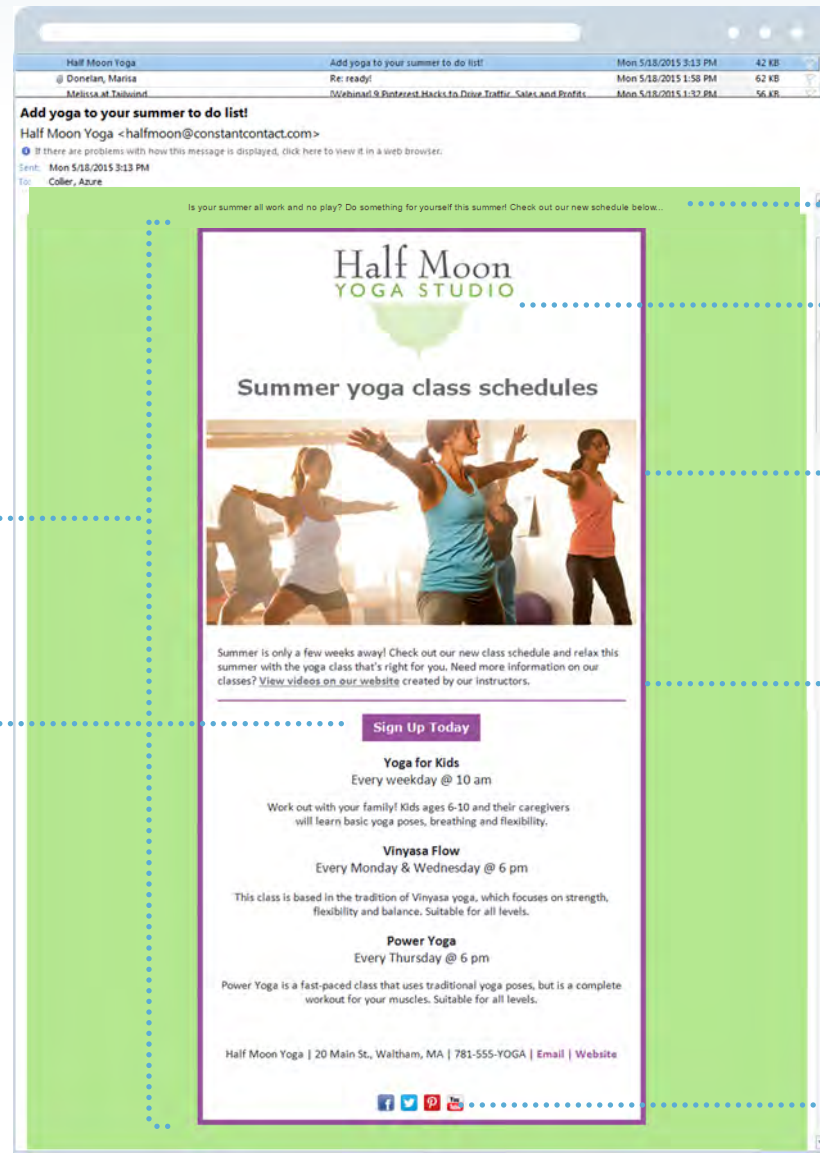
Subject line: keep it short
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Include your **business name**
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Apply your **brand colors**

Include a clear **call-to-action**
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Minimize the **number of links**.
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Write **pre-header text** to
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Make your logo **clickable**
to your website

Communicate through images
and make them clickable.
Keep to 3 or fewer

Less is more. Focus on relevant
content. About 20 lines of text.

Use **social media** buttons



Small business marketing is...

Nurturing relationships. Delivering on your promise. Getting measurable results.



You have an advantage.

Your connection to
your customers!

Three simple steps to get started:

1. Get your contact list together.
2. Create and hit send!
3. Watch what happens...



You really can do this!



Resources

Learn more...

Local resources

www.constantcontact.com

Select "Be a Better Marketer"»
Seminars & Training

Get started today...

60-day free trial

www.freetrialemail.com

Find help...

Constant Contact Marketing Resources

blogs.constantcontact.com/library

Check out blog posts, guides, videos, infographics,
recorded webinars and more!

• Questions?

.....
Special offer – Today only!

Sign up and get FREE Account Setup (Usually \$495)

Includes 1 professional Constant Contact account setup. Fasturtle Representative will work with you to obtain correct account information (first and last name on account, email, password, company name, phone number, and payment information) and which level of service is needed.

Sign up online or add a star to your form to get a call/email

Sign up online for 60 Day FREE Trial at freetrialemail.com

Free Website Assessment at www.fasturtle.com

Plans start at \$20/month | No Contract | 100% Money Back Guarantee

Thank you



Eric Olsen
CEO

 @ericolsen

Questions after the event?

 facebook.com/fasturtle

Call 480-348-0467

 @fasturtle

