



## Beyond the Blast. Gaining Traction in the Inbox

In this engaging 45-minute presentation, you will gain an insight into the simple yet effective advanced email strategies that will take your email marketing initiatives to the next level. This presentation is designed to stimulate creative thinking and get participants thinking outside the inbox.

During this session, we will address:

- The 3 key types of email campaigns, and when they're most effective.
- The 5 most common mistakes that kill email marketing success.
- 4 components of email optimization.
- Secrets to successful segmentation.
- Beyond the click – the importance of advanced email metrics.

### Who Should Attend:

Managers, Owner/Operators, Entrepreneurs and marketing managers charged with improving the ROI from an existing email marketing program. This presentation assumes participants have basic email marketing knowledge.

**Length:** 1 hour, including 10 to 15 minute Q & A.

### AV Requirements:

- Projector & screen.
- Internet access for presenter's laptop.
- Wireless mic preferred.

...thank you for a most informative session at the previous HTCE event (April) - I thought I was at least fairly savvy when it comes to online marketing, but have been 'humbled' by your off-hand expertise in the field...

Drew Schumacher  
*Business Development Specialist*

## Experience. Expertise.

*President of Kinetix Media Communications Ltd., Paula Skaper is an ebusiness expert with over 20 years experience. A sought after speaker, Paula is the past-President of the International Internet Marketing Association, an active member of both the BCAIM and the Vancouver Board of Trade, and a former instructor of e-Commerce at BCIT.*



Prior to founding Kinetix in January 2000, Paula held several senior management positions in media and ebusiness development firms, designing and implementing successful e-commerce, online marketing and web analytics strategies for a diverse array of businesses across North America. Her company, Kinetix Media Communications, is a leading integrated marketing and advertising agency based in Vancouver, British Columbia.

## CONTACT

*Beyond the Blast* can be delivered as a keynote presentation or customized as a half-day workshop for your group. Contact Kinetix Media for more information or to book Paula for you next event.

Paula Skaper  
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