



mail Rx. What to do When Your Email Marketing Strategy is Broken.

In this engaging half-day workshop, you will gain an insight into the key components of a successful email marketing strategy, and will leave with tangible ideas and strategies that you can put into place for your own business.

During the first portion of this half-day session, you will learn:

- The 5 critical email marketing rules to live by.
- The 3 most effective strategies to grow your opt-in list.
- What makes a successful email campaign.
- Simple copywriting tricks to improve response.
- Understand the latest developments in SPAM and privacy laws.

After a short break, participants will break into groups of 8 and engage in a series of strategic planning exercises during which they will apply the principals of email marketing to their own business challenges, developing the key components of their email marketing prescription.

Who Should Attend:

Managers, Entrepreneurs and marketing managers looking to implement a new email marketing program or drive stronger returns from an existing program.

Length: 3 hours. Also offered as a keynote presentation.

AV Requirements:

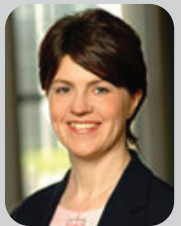
- Projector & screen.
- Internet access for presenter's laptop.
- Wireless mic preferred.

...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

Email Rx 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.

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