

Introduction to Email Marketing

Get all your questions about getting up and running with email marketing (a weekly newsletter, event invitations, and more!) answered ... from the comfort of your home.

Whether you have an email list already or are starting from scratch, you will benefit from the apply-it-right-away lessons that cover everything from initial set-up to writing great emails to finding and keeping subscribers.

Your Email List Management Strategy

1pm - 2pm EDT

What's so important about your email list? How can you best use it to advance your cause or organization? You'll learn:

- how to evaluate an email list's performance or set up an email program from scratch;
- the different types of emails you can send ... and when you should send each; and
- what email analytics reports show you – and how to use that information to make your list management decisions.

Crafting Great Emails

2pm - 3pm EDT

Learn how to write a great email, quickly and easily, every time. In a mix of copywriting lessons and tech tips, you'll learn:

- how to craft compelling subject lines and calls to action;
- best practices for including photos and video quickly and easily; and
- three common mistakes that might be holding you back – and how to fix them.

Finding and Keeping Email Subscribers

3pm - 4pm EDT

The top question you're likely to have is how to increase the number of people on your email list. Learn a mix of no-cost and low-cost methods to growing your email list. You'll learn:

- three different ways to get more subscribers;
- how to run low-cost online ads to get more sign-ups; and
- how to automatically welcome your new subscribers.