



**Tuesday, July 16, 2013  
9 a.m. – 11 a.m.**

**WORKFORCE SOLUTIONS – Pasadena**  
103 Pasadena Town Square Mall  
Pasadena, TX 77506

## **The Power of E-mail Marketing Seminar**

**CLICK HERE  
TO REGISTER**

### **You Will Learn:**

- **To achieve your goals by making e-mail and social media marketing work together**
- **To better track results and know what to do with the information**
- **How to write a good subject line and content to compel customers and applicants to take action**
- **What it takes to become a “trusted sender” and more about permission-based marketing**

- **No cost to attend. It’s FREE!**
- **Seating is limited, register online today.**
- **This seminar qualifies for HRCI recertification hours.**
- **For more information, please contact Workforce Solutions Employer Service Division at (713) 688-6890.**

More than 500,000 small businesses and organizations use Constant Contact to expand their reach with marketing and recruitment to meet their goals. Learn how to build relationships vital to the success of your company with easy, inexpensive and cost-effective e-mail marketing. We will explore the basics of what e-mail marketing is, why it works so well and how it easily integrates with social networking sites. Learn how to master e-mail marketing communications with a comprehensive look at best practices and winning strategies that lead to increased engagement, revenue and profits. Anyone interested in learning more about e-mail marketing will benefit from attending the seminar.

**FEATURED SPEAKER:** **Toni Harris**, *Constant Contact Certified Email Marketing Expert, Speaker, Coach and Author*

Toni is affectionately known as “The Turnaround Queen.” She is a passionate, dynamic and energetic speaker who “wows” her audiences melding best practices with real world solutions. She has developed proven programs focused on email marketing that help companies make marked improvements in their marketing outcomes. Toni also specializes in coaching small business clients.

**Constant Contact** 

  
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