



The Quick & Dirty of Email Marketing

TUESDAY, JUNE 18 from 10:00 - 11:30 AM

Lakes Area Chamber of Commerce ~ 305 N. Pontiac Trail, Ste. A, Walled Lake 48390

FREE to LACC Members / Light Refreshments Provided / Registration Required

Email marketing is the biggest ROI generator of all marketing tools.

*Learn some tips and tricks from a local government marketing manager
that you can take back to your business or organization.*

Learn to take a strategic and calculated approach to emails in the following ways:

- Implement a “mobile first” design approach
- Write compelling “Calls to Action” to ensure engagement

Other topics will include best practices, building an audience, creating branded content and reviewing examples of emails done both right & wrong.

Sign Me Up!

Business: _____

Name: _____

Email: _____

Phone: _____

Lakes Area Chamber of Commerce

Phone: 248.624.2826 / Fax: 248.684.2892

Email: info@lakesareachamber.com

Register Online at:

<https://lakesareachamber.com/events/event-registration-form/>

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