

Join Us For A Free eMail Marketing Seminar



**Peter Martin, President of CactusSky.com,
will present:**

*The Key Principles of
Successful eMail Marketing
in today's Competitive Marketplace.*

Wednesday, September 23rd, 8:30–10:00am

Advertising, marketing, and communications have changed forever and what has worked in the past is not working today. Consumers are more mobile, they are doing more research, so they are better informed and are increasingly likely to make purchasing decisions and take other steps as a direct result of email campaigns.

At this seminar, Peter will share ways that your organization can develop strategies to incorporate effective Email Marketing Campaigns.

Seminar Topics Include:

- ☐ **Determining Your Overall Strategy & Purpose for Email Marketing**
- ☐ **Developing & Managing a Productive Email Database**
- ☐ **How to Build an Effective Email Campaign and Measure Success**
- ☐ **Design, Presentation & Distribution of Email Blasts**
- ☐ **The Role of Your Website in Email Marketing**

Seminar Details

- ☐ **Wednesday, September 23, 2009**
- ☐ **8:30 to 10:00 AM (Complimentary Coffee & Refreshments)**
- ☐ **At RTI Insurance Services Training Center
637 Business Blvd., Sarasota, FL 34240**

Call for Directions 941.907.4132

**For More Info, or to Register for the Seminar, call Noreen
at (941) 907-4132 or Email noreen@cactussky.com**