



## News Release

**Louisiana Small Business Development Center**  
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**What:** “The Power of Email Marketing” Seminar/Luncheon  
**Who:** presented by LSBDC at LSU  
**When:** November 19, 12 noon- 3 p.m.  
**Where:** LSU University Ballroom, 2<sup>nd</sup> floor of the University Center, Shreveport  
**Cost:** \$15 including lunch (All major credit cards accepted)  
**Pre-register:** call 797-5144

### **Email Marketing Demystified During LSBDC at LSU Seminar/Luncheon**

**(Shreveport, November 19, 2008)** Online marketing is fast becoming a leading marketing tool. Companies can reach a wide audience for a small fraction of traditional advertising budgets, which makes online marketing an ideal way for small businesses with limited budgets to reach their customers. That’s why the Louisiana Small Business Development Center (LSBDC) at LSU in Shreveport presents “The Power of Email Marketing” on November 19, from 12 noon- 3 p.m. at the LSU University Ballroom, 2<sup>nd</sup> floor of the University Center, Shreveport. The cost of the luncheon is \$15, and all major credit cards are accepted. Pre-register by calling 797-5144.

Speaker, **Julie Niehoff** of Constant Contact, a leading email marketing company with 200,000 customers worldwide, will provide practical tips and advice on starting and maintaining an effective email marketing program to help build more successful customer relationships. Niehoff has more than 15 years in communications, specializing in technology marketing. In her role as development director at Constant Contact, Niehoff focuses on helping small businesses and organizations incorporate technology into their marketing plans. Niehoff was former director of interactive marketing for the Dallas Convention & Visitors Bureau. Niehoff can answer individual questions after the seminar.

Small businesses, faith-based organizations, non-profits, and anyone with an interest in email marketing are urged to attend this luncheon to learn the basics of email marketing, why it works so well, and how to use it in their business planning and strategy to achieve specific goals. Topics will include:

- Building a Dynamic Contact List
- Avoiding Spams
- Timing Emails for Maximum Impact
- Making Content Choices That Work
- Getting Email Promotions Opened
- Getting Recipients to Act on Emails
- Measuring Impact of Email Campaigns
- Samples of Successful Email Campaigns

The Louisiana Small Business Development Center is a statewide network of nine service centers, which offers free confidential business consulting, entrepreneurial training, and online business resources to help entrepreneurs and small business owners start, expand, and grow their companies.



*LSBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development, and participating universities*



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