

# Michael Temple

Consultant • Speaker • Author

**web2gold.com**

*Helping you spin the web into gold™*



## **High Return Email Marketing™**

### **How to Create an Explosive Return on Your Email Marketing Campaigns**

The comment has been made that email is the “killer app” meaning it is truly the application that has changed the world and communication. Unfortunately a recent survey showed that 44% of people surveyed have limited their email usage because of SPAM! People simply don't have time to read all the email they receive – good or bad.

This workshop will show you how to get more of your messages delivered, opened, read, and acted upon by your customers and prospects. The program will show you how to build a responsive list, create copy that gets action, develop responsive landing pages, apply branding to email, plan entire email campaigns, create CAN-SPAM compliant campaigns, test, track and improve results.

Here is some of what you will learn:

- ✓ **5 mistakes of email marketing and how to avoid them.**
- ✓ **How to design a campaign that will generate more responses and higher leads and sales.**
- ✓ **6 ways to improve your email messages and response rates.**
- ✓ **Learn how to set up automated response email campaigns to automate lead conversion.**
- ✓ **4 ways to test your email campaign and maximize your responses.**

### **Who Should Attend**

This program is ideal for marketing and sales managers that need to generate more leads and sales. In addition, entrepreneurs, small and medium sized businesses that need a cost effective way to market and brand their business.

### **Customized To You**

This program can be tailored to B2B or B2C email marketing campaigns. The program is also customized to your specific industry and business. Michael will show you how to write copy and design campaigns based on your specific marketing objectives. This program is typically a half day work shop, but can be tailored to any length and venue.

To learn how to bring this program to your company or group please call Michael today!



**Temple Development Company, LLC**

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