



College of Lake County



The Illinois Small Business Development Center Presents a Powerful Email Marketing Series

Powerful Email Marketing Series will be offered, Thursday, September 10 – 24, 2009 for a total of three sessions from 1:00 – 3:00 pm at the Southlake Campus in Vernon Hills – Room R222

Learn to market effectively and efficiently using Constant Contact. Attend all three sessions of this series to learn the fundamentals for Internet based communications. Everything is moving to the web – make the move. You will benefit from the information in **The Power of E-mail Marketing, Getting Started with Constant Contact and Beyond the Basics at a discounted rate.** Please note full description, dates, times and room number for each class in this series below.

Cost: \$75.00 (\$90 if taken separately)

Class Nbr. 4578 (used for registration)

Course Subject & No.: TBSM 13

The Power of E-mail Marketing

Thursday, September 10, 2009

1:00 – 3:00 pm

Southlake Campus - Vernon Hills – Room R222

Learn how to make e-mail marketing work for you! Get your message heard in a world of increasing email communications! Discover the components of an effective e-mail marketing campaign including e-mail marketing tips, strategies and techniques. Insights on how to build lists, and use subject lines to get your e-mails opened! Find out how to create professional looking e-mails that will WOW your customers.

Cost: \$30.00

Class Nbr. 4250 (used for registration)

Course Subject & No.: TBSM 14

Getting Started with Constant Contact

Thursday, September 17, 2009

1:00 – 3:00 pm

Southlake Campus - Vernon Hills – Room R222

More than 200,000 businesses use Constant Contact to help grow their repeat and referral business. This workshop will walk you through the Constant Contact E-mail Marketing System. You'll learn how to build and manage your contacts, how to create great looking e-mails, how to analyze e-mail reports to maximize results and much more!

Cost: \$30.00

Class Nbr. 4251 (used for registration)

Course Subject & No.: TBSM 15

TBSM 16 Constant Contact - Beyond the Basics

Thursday, September 24, 2009

1:00 – 3:00 pm

Southlake Campus - Vernon Hills – Room R222

Are you an existing Constant Contact User? Take the next step in powerful, effective e-mail marketing! This workshop is designed to help you take advantage of the current "best practices" in designing, building and sending your e-mail campaigns. You will learn design tips, how to work with graphics and colors and other tips & tricks that help your e-mail campaigns stand out from the rest. You will also learn how to interpret results and use your reporting data to strategically improve your e-mail marketing campaigns.

Cost: \$30.00

Class Nbr. 4252 (used for registration)

Course Subject & No.: TBSM 16

To register follow steps at:

Returning Students: <http://wpdi.clcillinois.edu/register/>

New Students: https://apps.clcillinois.edu/applic_s/admappl_s.asp

If you have additional questions or need assistance please contact the Illinois Small Business Development Center at the College of Lake County – 847.453.2033 or smallbusiness@clcillinois.edu