



FOR IMMEDIATE RELEASE
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Contact: Sanya Andersen-Vie
Marketing & Communications Manager
Colorado Women's Chamber of Commerce
E-mail: sandersenvie@cwcc.org
Phone: 303-458-0220

Workshop will teach how to use e-mail marketing as a business tool

DENVER – Rita Coltrane, Chief Strategy Officer, Topline Momentum will present the workshop “The Power of E-mail Marketing - a Comprehensive Core Knowledge Overview” from 4 p.m. to 6 p.m. on Jul. 21 at the Colorado Women's Chamber of Commerce offices at 1624 Market St., Suite 340, in Denver, CO.

The workshop is \$15 for members, \$20 for non-members and walk-ins. Attendees can register online at www.cwcc.org.

The workshop will be a comprehensive look at best practices and winning strategies for finding and keeping quality subscribers; increasing deliverability and open rates; writing good headlines and content; saving time; and encouraging readers to take action. Additionally, the workshop will demonstrate how e-mail marketing as a hands-on, low-cost marketing tool can help drive business success. Coltrane will help attendees discover how communicating on a regular basis via e-mail can generate increased business referrals, repeat sales and customer loyalty.

She will also teach participants how to start and build a strong permission-based customer list; persuade the audience to open, read and act on an e-mail; and use past results to sharpen an e-mail marketing program. Coltrane will help attendees determine what is valuable to

the audience; choose an effective e-mail format; what time of day is best to send e-mails; and create subject lines that will entice customers to open and read the e-mail. Finally, she will teach participants how to track and improve e-mail delivery; increase opens, clicks and forwards; and how to reduce unsubscribe.

For more information on the Colorado Women's Chamber of Commerce, call 303-458-0220, e-mail info@cwcc.org or visit www.cwcc.org.

The Colorado Women's Chamber of Commerce is one of the largest women's chambers in the nation. CWCC provides its members with the environment and resources conducive to business success, skills and knowledge about business issues and trends, visibility in the community and opportunities for community involvement and business partnerships.

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