Why Email?

because...

95% of internet users between the ages of 18 and 64 send or read email.
At its core, marketing is about eliciting a physical and measurable response.
Winning the Battle of Priorities...

Now, later or never

Three little words that rule your world

• Who is it “from?”
• What’s the “subject?”
• When do you send your communication?
• Do not be romanced by a high open rate – measure actions!
Email & Social

You **have** to use both

Amplify your email

Drive traffic back to your list, email, etc...
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