



WHAT IT IS

Our Best Practices Training Seminars provide you and your team with everything you need to implement email best practices and achieve results from the email channel. Email is easy to send, but if you care about results, it's hard to do well. Return Path's team of expert consultants will train you on the importance of relevancy, reputation and how to message across the email customer lifecycle to reach your customers when they're primed to hear about the ways your products and services can help them. We'll get you up-to-speed so you'll have the knowledge to meet any email challenge and the tools to execute flawlessly.

WHY YOU NEED IT

Forrester Research predicts that the volume of marketing email will more than double in the next five years (*Forrester's U.S. Email Marketing Volume Forecast, 2008*). As the inbox becomes more cluttered, you must fight harder than ever to make your campaigns stand out and have every email message deliver the ROI your business demands. As a result, staying on top of industry best practices is even more crucial to your program's success. Our seminars will arm you with the information you need to figure out key strategies for driving email program revenue.

If you can answer "yes" to any of the following statements, our seminars are for you:

- I want to educate myself/my team on email best practices
- I want to apply best practices to my email program and create great subscriber experiences
- I want examples of what other marketers (and my competitors) are doing to optimize their email marketing programs
- I want to increase subscriber engagement and increase the lifetime value of my email subscribers
- I want to learn how adjustments to my contact and content strategies can boost incremental revenue
- I want to know the top email trends and best practices that I can implement to improve my program

WHAT YOU GET

Our Best Practices Training Seminars are half-day onsite or web-based educational events customized to address your email program goals, your company's business goals and your vertical market. They include an overview of the email channel, the subscriber experience, the email customer lifecycle and the steps you can take to optimize your list growth and messaging strategy. Each seminar is designed to create an interactive forum for solving your email pain points. We will identify areas of existing vulnerability, as well as opportunity in your email program, and provide you with actionable ideas and recommendations for achieving channel success.





WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We'll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We're dedicated to email performance – it's all we do. Call 866-362-4577 visit us at www.returnpath.net/proservices or email consulting@returnpath.net to get started today.

