



Microsoft
Sales Specialist
Office 365

2018 Seminar, Webinar, and Boot Camp Catalog

***Energize Your Meeting's Attendees!
You'll Enable Them to Attract and Retain MORE Quality
Clients and Increase Sales with Effective Marketing***

All Workshops Are Customizable and Designed to Help Participants
Gain An Unfair Advantage Over Their Competition

11/14/2017



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Catalog of Seminars/Workshops presented by Ken Countess/The Countess Group

Current as of: November 14, 2017

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The Power of the Inbox

Tips and Tricks for Successful Email Marketing

Beginner

90 minutes

What is the first impression you give when they see you in their email inbox?

And when they see you there, what do they do?

This powerful seminar takes you step-by-step through the keys to effective email marketing:

- What it really is (and isn't)
- What it can do for your business
- And the **five easy steps** you must take to harness the power of the inbox!
 - Grow a healthy list
 - Create great content
 - Customize a beautiful, mobile-friendly template that matches your brand
 - How to get your emails opened
 - Tracking your results

From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the most effective marketing you can do: email marketing.

Join us!



Successful Email Marketing Academy

Learn how to create and send an email that gets results

Personal coaching session – 3 hours

Group session – ½ day

Group session – Full day

Best practice in email marketing continues to evolve – almost daily – and the way email technology has changed, it's important that users at every experience level stay up-to-date on how to create and send emails that generate results.

By attending the Successful Email Marketing Academy, you'll gain years' worth of experience in one day. In this impactful class you'll learn hands on, in your email marketing account, how to get more sales, more donations, more opens, more clicks, more money!

Join a Constant Contact Authorized Local Expert and Master Certified Trainer as he walks you through (step-by-step) how to create highly effective email marketing communications.

During this class we'll cover:

- Creating a cell phone friendly template
- Adding features only Constant Contact, Coke, GM and other "big companies" use
- Avoid formatting errors that cost you time
- Brand an email using your colors and theme
- Adding images and how images can hurt your email
- Adding links, tables, video, surveys, and other impactful content
- How to sell in an email (it's not selling!)
- Why subject line isn't as important as you thought... and what is important!
- How to avoid the spam trap
- AND MUCH MORE!

Who Should Attend?

This session is geared for anyone, from users who have little to no experience using Constant Contact's Email Marketing tool, to those who have some experience but want a more efficient way of creating a better, more pain-free email that produces results. There's tips and best practices for nearly anyone.

LAPTOPS ARE REQUIRED TO ATTEND THE CLASS (iPads and most other tablets will not work. Microsoft Surface tablets will work.)



Email Marketing Quickstart

Getting Started with Email Marketing: Step-by-Step walkthrough of setting up Constant Contact's email tool for your business

Beginner

Group session – 1-3 hours

Email Marketing; can't live with it, can't SURVIVE without it.

We understand that kick starting your email marketing strategy can be a daunting task. It takes all of the things that small businesses and non-profits don't seem to have- time, effort and budget. That's why Constant Contact is offering a workshop that it designed to assist you with finally taking the email marketing leap that you've wanted to make. Whether you are looking to switch from a competitor or you have never used email marketing before, we guarantee that by attending this workshop you will walk away with:

- The newest and coolest version of Constant Contact
- An understanding of the basics of creating mobile responsive emails that produce real results.
- Next steps in producing your email marketing strategy.

Don't wait to sign up! Space is limited. Time to give your business the attention it deserves.



Email Marketing for Success

Grow Your Business with Newsletters & Announcements

Beginner

60-90 minutes

At the heart of small business marketing are the campaigns that drive action – collections of marketing activities that help a small business or organization to achieve its goals and objectives. Newsletters and Announcements have become a core component of those campaign choices. Email is more important than ever – to the communication efforts of businesses and nonprofits everywhere; and to the customer, donor, client or supporter of those organizations. This session will reveal some simple but effective best practices and considerations for the small business or nonprofit seeking to make their email newsletters more effective.

Attendees of this presentation will learn:

- The different types of newsletters
- What to write about in your newsletter or announcement and how to consider using images
- Subject line best practices, and when to send your newsletter
- The importance of understanding how connected email and social media are...they have to be done together.
- What types of additional tools might be useful

Join us and learn some great new strategies to help your email and social media efforts be more effective components of one of the core campaign types, newsletters and announcements.



Look Great in the Inbox

The 7 Don'ts of Email Design

Beginner

1-2 hours

First impressions matter – how are YOU doing with your emails?

This seminar will help you avoid common mistakes and maximize your emails for powerful impact!
You'll learn:

- Branding *beyond* the logo – how placement, pictures, even colors can reinforce recognition & engagement
- Readability – including fonts, white space and single-column design
- Images – including sizing, placement, links and more
- Shareability – are you going social with your email? Easy tips to encourage more cross-platform engagement

Join us for this fast, info-packed seminar packed with tips, techniques and tools to help you navigate the dos and the don'ts for your own email marketing!



Drive New Business with Social Media A Guide to Successful Social Media Marketing

Beginner

Group session – 90 minutes to 2 hours

You know you should be on social media for your business or non-profit. You know it can help you drive more new and repeat business for your organization. But, do you know why? Do you know which social media platform will have the biggest bang for your buck? And when you start your profile, do you know what to say and how to grow your following? This session will answer all of those questions and more!

We'll help you:

- Determine the platform that's right for you and your organization
- Announce your presence and build your network
- Create and share content that encourages action
- Understand social media advertising and learn your options
- Convert social media leads into potential customers by growing your email list

From understanding the different social media platforms, to choosing what to say and where to say it, this seminar will give you the keys to the most effective social media marketing for you.

You don't have to be on every platform, and you don't have to make every post by yourself.

Let us make social media easy for your organization.

Join us!



Social Media 101

Why use it, which channels and what to say.

Personal coaching session – 2 hours

Group session – 2 hours

Group session – ½ day

Have you been thinking about marketing your business with social media, but you feel overwhelmed and not sure how to get started? Or maybe you're not convinced that it works? This seminar or webinar will show you the value of using social media to reach your customers, how it can lead to new customers and how it drives repeat business from your current customers. We'll take a look at the 5 most popular social media networks and help you decide what is right for your business. We'll also look at what comes next: how and what to post on social media.

This presentation provides a beginner's look at how small businesses can start thinking about using social media marketing for their business or nonprofit. They'll learn why it's important, how engagement marketing factors into their business, and basic information on each channel.

Core concepts introduced include:

- Most small business are using social media to promote their business (87% according to a Small Businesses Then & Now study)
- Their potential customers are also using social media to help make purchase decisions or building awareness of nonprofits
- The engagement marketing cycle and the role it plays in small business marketing
- Basic information on the most popular social networks
 - Facebook
 - Twitter
 - LinkedIn
 - Google+
 - Snapchat
 - Pinterest
- What kind of content to post on social media
- How to plan your content in advance
- Get started with social media marketing by creating a Facebook page



Social Media 102

You're Social, Now What? Making Social Media Work for You

Personal coaching session – 2 hours

Group session – 2 hours

Group session – ½ day

Group session – Full day

You've thought about what social networks to use for your business or nonprofit, and you're ready to take the next step. Where do you go from there? This session will give you a closer look at the popular social media networks. We'll show you the benefits of using each, how other organizations are marketing with them, and some dos and don'ts of each channel. You'll also get tips on how to tell if your social media activity is working.

The content is targeted at the beginner to intermediate small-business or nonprofit marketer who is looking to build their marketing knowledge. They might be using other types of marketing tools, such as newsletters, and are considering either using social media marketing or simply adding one or more channels to their marketing efforts. The social media content in this presentation has some beginner best practices, but also adds specific directions (how many times to post in a day or week), and helps develop content ideas. We do not discuss reporting or measurement metrics or tools, but instead share general guidance on how to gauge social media marketing efforts based on audience reaction and engagement.

This presentation is a guide for small businesses or nonprofits who have been using social media marketing, but need some tips to take them to an intermediate level and/or add new channels to their marketing efforts.

Core concepts introduced include:

- A closer look at the most popular social networks, including Facebook, Twitter, LinkedIn, Google+, Snapchat, Pinterest
- Within each network
 - How to tell if it's right for your business
 - What kind of content to create and post
 - Etiquette
 - How to tell if your content is working



Supercharging Facebook & Email Marketing (Newsletters & Announcements) for Small Business, Non-Profits and Entrepreneurs

1.5-2 hours

If you're like most business owners, finding innovative, cost-effective ways to stay ahead of your competition are always on your mind.

You want to get maximum exposure out of your marketing efforts without breaking your budget.

Join us for an informative, fast-moving session on the Power of Email Marketing and Facebook Marketing, two of the best marketing tools available for small business and non-profits and relied upon by millions of organizations across the country.

You'll learn how to integrate email marketing with one of the most powerful social media tools - quickly and easily.

Presented by a leading industry expert, there's no sales pitch, just great information to help you get your business to the next level.



LinkedIn for Business – How to Get More Out of LinkedIn

Personal coaching session – 2 hours

Group session – 2 hours

Group session – ½ day

Group session – Full day

LinkedIn, now in its 14th year, has become one of the most powerful tools in a company's marketing arsenal.

Want to know how over 2,600,000 businesses are using LinkedIn to grow their business? Find out best practices at this seminar!

LinkedIn, now owned by Microsoft, is always being updated.

In this workshop, we'll show you how to take advantage of LinkedIn's newly refreshed desktop and mobile applications and see how to use its newest features.

You'll benefit from an instructive overview about how to use LinkedIn to attract and retain quality clients – *and monetize your LinkedIn presence.*

You'll learn how to:

- create a LinkedIn profile that will get you noticed
- promote your business to existing and potential customers
- find qualified leads
- open new market segments for your business
- connect with decision makers
- become a trusted advisor
- identify more companies with whom you can do business
- find future employees (or employers)

Presented by Ken Countess, managing director of The Countess Group, a marketing consultancy now in its 17th year. Ken is one of the country's leading experts on social media marketing and is a LinkedIn pioneer.

Join us to learn how to make the most out of your online marketing efforts!



Rock Your Marketing with Facebook - The Most Popular Social Network in the World

Personal coaching session – 2-4 hours

Group session – 2-4 hours

With nearly 2 billion members, Facebook is by far the biggest, most influential phenomenon in the social media space.

Founded in 2004, Facebook's reach continues to grow - and dominate the online world.

Find out about the latest features and algorithms to help you promote your business, how Facebook ads and Facebook Live work, and how to leverage the popularity of Facebook to generate more revenue for your business.

You see how to target the audiences you're trying to reach with precision so you spend less time and money and instead attract and retain high quality leads to grow your diving business!

Attendees will learn the ins and outs of Facebook, how to take advantage of Facebook Insights, Facebook Live, advertising on Facebook, posting on Facebook, and other features introduced in 2017.

They'll learn how to dominate Facebook to reach the audiences that can help drive more revenue, usually at a much lower cost than by advertising on Google or Bing!



Twitter - How and Why to Use It for Your Business

Personal coaching session – 2 hours

Group session – 2 hours

With over 300,000,000 users, Twitter is an important social media tool.

In 2016, it gained prominence during the electoral campaign.

But should you use Twitter for your business? How do you get started? What results can you expect? How can you create a network that will help you grow your business?

In this seminar, you'll learn how to harness Twitter's power for your business and make it a part of your overall marketing plan.

We'll show you how to:

- set up a Twitter account
- benefit from the use of hashtags
- build a following
- find and follow important people
- use Twitter's search tools
- use Twitter to build your business
- engage people for networking and marketing opportunities



YouTube, Facebook Live, Instagram Stories, Snapchat and Periscope

- The Power of Video Marketing

Personal coaching session – 1-2 hours

Group session – 1-2 hours

Did you know an online video can improve sales conversion rates by as much as 30%?

Video use as a marketing tool is growing by leaps and bounds. Videos are finding their way into search engine results, email marketing campaigns, and Facebook, Twitter and LinkedIn updates each day.

In this entertaining seminar, learn how free video marketing solutions like YouTube can boost your company's sales and net income.

Topics include:

- What's the scoop on YouTube, Facebook Live, Instagram Stories, Snapchat and Periscope?
- How to get started
- What the best practices are for creating online video
- How video can help your business through Search Engine Optimization
- What hardware and software you can use to create and edit video cost-effectively
- How to create a high impact video

You'll see how video can be used to reduce operational costs, and bring your marketing efforts to new heights!



Google+ - Why you need it

60 minutes

Google+ is the #2 Social Media Marketing channel in numbers of members – and with features not available on other social channels, it's dominating the social media space in a very different way.

Here's an opportunity for you to position your business to capitalize on this channel.

In a time-efficient, highly practical one-hour session, we'll give you an instructive overview why you need Google +, how to leverage its power for your business, and how to successfully integrate it into your digital and email marketing plan.

You'll learn:

- The features that distinguish Google+ from its competitors
- How Google+ demographics stack up to Facebook, LinkedIn, Pinterest and others

Plus:

- Building a strong follower base through your website and emails
- Creating content that people will want to share
- And more!



Digital Marketing Trends

What small businesses and non-profits need to succeed

Group session – 90 minutes to 2 hours

Digital marketing is changing thanks to widespread ownership of smartphones, ever-increasing data and video streaming, combined with a cultural desire for digestible and personalized content. Do you know which trends will impact YOUR organization in 2017? How can you jump on some of these trends to get an edge on your competition? You're about to find out...

By the end of this session, you'll have a cutting edge on:

- Marketing Automation
- Content Marketing
- Video
- Mobile
- Big Data

Join us as we explore the top trends in digital marketing that we believe small businesses should be paying attention to right now. We'll explore each trends and provide some simple ideas for incorporating them into your overall marketing strategy.



Build Your Marketing Toolkit – The 4 Pillars of Marketing Success (Long version)

1.5-2 hours

Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing activities that they could focus on, they often miss some of the important marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way.

Attendees of this presentation will learn:

- What marketing really is (and isn't).
- How marketing has changed in ways that benefit small businesses.
- The importance of setting goals and objectives for their marketing efforts.
- The 4 Pillars of Marketing Success – a framework that shows how different marketing activities all fit together, and will help small businesses reflect on their own marketing program.
- It's ok to start small, to start where you already are.



Build Your Marketing Toolkit – The 4 Pillars of Marketing Success (Short version)

20-40 minutes

Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing activities that they could focus on, they often miss some of the important marketing concepts that will help them understand why those activities are so important.

This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way.

Attendees of this presentation will learn:

- What marketing really is (and isn't).
- How marketing has changed in ways that benefit small businesses.
- The importance of setting goals and objectives for their marketing efforts.
- The 4 Pillars of Marketing Success – a framework that shows how different marketing activities all fit together, and will help small businesses reflect on their own marketing program.
- It's ok to start small, to start where you already are.



Content Marketing: What to Say, and How to Say It

Using words and images to craft your email messages

Beginner to Intermediate

60-90 minutes

Heard of "location, location, location"? For online marketing, it's "Content, Content, Content!"

What you say, and the way you say it (tone, date & time, frequency) is how you will attract, engage and be shareworthy to your audiences.

What are the Keys to Great Content?

This seminar will teach you the time-saving tips, techniques, and yes, even apps that will help your content - and the way you share it - succeed! You'll learn how to:

- Create
- Curate
- Extend

...the content that will help you achieve your goals. We'll cover tidbits like how many links create the most engagement, how to turn questions into high-open subject lines, tips on using graphics, pictures and videos, re-purposing content across multiple platforms, and more. And, we'll give you the structure and tools to make creating your content fast, easy and effective.



Automate Your Marketing!

Planning ahead to convert & keep

Personal coaching session – 2 hours

Group session – 2 hours

Do you send the same information over and over? Do you ever forget to follow up with new subscribers, customer anniversaries and birthdays? How do you share your great case studies, success stories and customer testimonials? Or introduce customers to your diverse product or service offerings? And do you wish you had a way to reward new subscribers & inspire them to take action right NOW, when their interest is HOT?

Autoresponder campaigns do what YOU wish you had the time to do! Use them to follow up, inform, entertain, & provide incentives for action & engagement - they work automatically while you focus on your business. This seminar will help you:

- Learn the difference between automated messages and autoresponder campaigns
- Decide where autoresponders can help you do better marketing communications
- Understand key actions that trigger emails to be sent
- Identify what steps to take to design effective autoresponder campaigns
- Design the “evergreen content” that works best for your audiences

We'll also cover dos and don'ts, show a sample autoresponder calendar, and share real case studies of success with autoresponder campaigns. Join us!



NEW!

Gain An Unfair Advantage Over Your Competition

Workshops and Boot Camps

Learn how to attract and retain quality clients – and make more money

Personal coaching session – 2 hours

Personal coaching session – ½ day

Group session – ½ day

Group session – Full day

Group session – 3 day

These intensive workshops provide the information you need to successfully market business in today's increasingly digital world.

You'll learn how to attract and retain quality clients, and get a firm understanding of how to reach and engage your target market more effectively.

Peppered with case studies and hands-on activities, attendees will learn how to create, grow, and measure marketing campaigns, with a step-by-step system to use after the workshop.

Workshop Objectives

Attendees will learn:

- The importance of strategic marketing
- How to define audiences to target
- How to generate quality leads
- How social media works and how to identify which networks to use for your business
- How to leverage digital marketing's power
- How to monitor results and readjust, if needed, to hit the target market successfully
- ... and more

Attendees will receive a workbook to use during and after the workshop.



Grow Your Business with Email & Social Media

Simple marketing strategy for small business & nonprofits

Beginner to Intermediate

1-2 hours

Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible.

But between Facebook and Twitter, email and mobile, deals, and whatever new social network is rolling out that month—there's a lot to keep up with. And there are only so many hours in each day.

The number of possibilities can feel overwhelming. This session will help make sense of the noise.

We'll show you how to make the most of the combination of email and social media for your business. When the session is done you'll have a greater understanding of marketing basics like goals and objectives. You'll learn what a "campaign" is and what to write about and offer in that campaign.

You'll be given some simple but powerful tips for how to get your messages opened and read, shared and socially visible.

And you'll see that there are some great tools you can use to help engage with your existing customers and supporters as well as expand your reach to new prospects.

Throughout the session you'll be given opportunities to capture your own ideas and build out the framework of your own "next great campaign."

So join us and start to build a plan that will help you grow your business by eliciting the responses you want from your customers or supporters.



LinkedIn for Business + Email Marketing (Newsletters & Announcements)

2 hours

If you're interested in social media for your business but don't know where to start, or - you already are using social media but aren't sure you're "doing it right" - join us for this informative, interactive seminar that will demystify the marketing channels that no business should ignore.

Focused on LinkedIn and Email Marketing and presented by Ken Countess, one of the nation's foremost experts, we'll show you how to take advantage of LinkedIn's newly refreshed desktop and mobile applications and see how to use its newest features.

You'll learn how:

- LinkedIn will help you promote your business to existing and potential customers
- to find qualified leads
- to open new market segments for your business

You'll also learn:

- Why all Fortune 500 companies use LinkedIn
- How companies use LinkedIn to be found
- How to expand your visibility on LinkedIn
- What email marketing is, and what it isn't
- Tips and techniques for email marketing best practices
- How often to communicate with your audience
- How to get readers to take action
- How to get your email to the inbox — and then opened
- ... and more!



Social Media 101 + LinkedIn for Business

1.5-2 hours

If you're interested in social media for your business but don't know where to start, or - you already are using social media but aren't sure you're "doing it right" - join us for this informative, interactive seminar that will demystify the marketing channels that no business should ignore.

Presented by one of the nation's foremost experts, there's absolutely no sales pitch... just great information that will enable you to catapult your business to the next level.

- In this session, we cover strategies and best practices to get the most out of your social media activities, including:
- What social media marketing really is and why use it
- Introduction to social media channels and how to evaluate what's right for your business or organization
- How small businesses are using these low-cost tools to gain visibility, develop relationships and drive sales and response
- How to create great content for your social media marketing campaigns
- Managing your time effectively when using social media
- Why all Fortune 500 companies use LinkedIn
- How over 2,600,000 companies are using LinkedIn to find customers
- How companies use LinkedIn to be found
- How to expand your visibility on LinkedIn
- How to balance social media marketing with email marketing and your other marketing efforts

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Efficiently and Effectively Integrating Your Marketing Combining Email, Video and Social Media

60 minutes

This seminar captures the highlights of each of our seminars and combines them into a powerful session highlighting the most effective ways to market your business using email marketing, Facebook, LinkedIn, Twitter, Pinterest, YouTube, and other marketing tools.



Public Relations – How to Get Your Message Out Using Online and Traditional Media

1.5-2 hours

Marketing isn't only about social media.

Public relations can be one of the most effective tools in your business arsenal to attract new business or foster a deeper relationship with clients and customers.

In this seminar, you'll learn how public relations can be used to get your message out in a way that news media is more likely to publish your information and help you tell your company's story.

Topics include:

- What constitutes "news"
- How to position your company
- Best practices for effective press releases
- Optimizing your press release for search engines
- What to say – and what not to say – when a reporter contacts you
- ... and more



Effective Presentations – How to Really Engage Your Audience

1.5-2 hours

Why is it that some presenters keep your attention better than others?

What's the secret?

In this presentation, you'll learn why and how you can make your presentation engaging and get more of the business results you seek.

Topics include:

- What audiences want
- Best practices for presentation creation
- How to find great content
- How to deliver an impactful presentation
- How to keep them coming back for more



30 Ways To Grow Your Marketing List

75 minutes

When it comes to email marketing, you know how valuable your email list can be.

But coming up with new ways to get people to sign up for your emails isn't always easy.

That's why we put together this collection of list growth ideas!

Attend this session to learn how to grow your list and take your email marketing to the next level!

Whatever methods you use, be sure to start with a reason "why" someone should join your email list. What's in it for them? This will make it more likely that people will say yes.

Find out...

- How to ask people to join your list "face-to-face"
- How to use social media to grow your list
- How to grow your list on your website or blog
- How to design your emails to help reach new contacts
- How to grow your list with email
- How to use print material to get people to sign up
- How to use events to help grow your list
- How to use Incentives and giveaways to grow your list



Office 365 – Access and Act On Your Information Anytime, Anywhere!

60 minutes

How can you make your business run more efficiently, without having to worry about unpredictable server crashes, whether you have the most up-to-date software to do what you need to do, or to be able to access your information anytime and anywhere?

Office 365 is your complete office in the cloud.

When we say “complete office”, first of all, we mean the Office apps that you know and love – Word, PowerPoint, Excel, Outlook, etc.

With Office 365, you get these same apps as you have always used them, as desktop apps. The difference is, you are now subscribing to Office.

Which means, you will always get the latest version of these Office apps on your desktop, whether you are online or offline. And, you get Office Mobile on your smart phones for viewing and editing on the go.

You get cloud-based productivity services hosted by Microsoft, including business-class email, file sharing, HD video conferencing, all working together and connected to Office so you have anywhere access to everything you need to run your business.

And these are all enterprise-level services optimized for smaller businesses, so it’s easy to set up and manage, with a financially-backed SLA and 24/7 technical phone support for critical issues.

Learn how Office 365 can help your business or non-profit be more productive at this educational seminar.



Modernize and Safeguard Your Business

45 minutes

Attendees will learn how to use today's cloud technology to address business goals and challenges across four key areas:

Business anywhere – empowering employees to do their best work anywhere.

Safeguard your business – keep data protected and be able to recover quickly from unexpected downtime.

Grow efficiently – grow your business while reducing costs and getting the most out of your IT investments.

Connect with customers – get the competitive advantage of really understanding your customers and making meaningful connections to build long-term relationships.