

Our Guest Speaker — Joanne Randall



*Sprout for Business is a recent recipient of two NH Cornerstone Awards for Marketing!*

# EMAIL MARKETING THAT WORKS: The Do's & Don'ts / Look Good in the Inbox & Create Subject Lines that Stand Out!

## JOIN OUR BREAKFAST FORUM ON THURSDAY, OCTOBER 29, 2015 7:00AM-9:30AM

**HART'S TURKEY FARM | 233 DANIEL WEBSTER HWY  
JCT. RTES., 3 & 104 | MEREDITH, NH 03253**

You've probably already checked your email today, and likely read a few but deleted more. Email marketing is an effective way to engage with your current and potential customers, but there is a right way and a wrong way to do it. Come check out this session and learn:

- How to make your emails look good in the Inbox
- What makes a killer subject line
- Content ideas that will get your emails opened and read
- When (and when not) to send your emails
- Why measuring can increase your effectiveness, and what you actually need to measure
- 3 keys to a an effective call to action
- Making a great mobile email



.....**PLUS**.....

## **PARADE OF HOMES - Awards of Excellence Announcement!**

*Join us to recognize builders in a Variety of Categories including:*

*BEST KITCHEN, BEST BATH, BEST INTERIOR DESIGN, BEST LANDSCAPING, BEST INTERIOR & EXTERIOR FINISH, BEST FLOOR PLAN AND UNIQUE FEATURE & PRODUCT!*

*Also find out who the visitors selected as "their" favorite home — "The People's Choice"*

**How much money did the Parade of Homes raise for the Children's Auction??  
Come to this meeting to find out!!!**

**\$15/LRBRA Members • \*\$20/Non-Members**  
**RSVP: 603.387.1817 or**  
**Email: [lakesregionbuilders@gmail.com](mailto:lakesregionbuilders@gmail.com)**



**[www.LakesRegionBuilders.com](http://www.LakesRegionBuilders.com)**