



Create More Raving Fans Through E-mail Marketing Campaign

Companies often list e-mail as one their most powerful marketing channels. With worldwide e-mail usage projected, businesses simply have to continue using e-mail marketing to reach audiences if they want scale quickly. It involves building a healthy list to segment, creating an array of templates, landing page creator and useful statistical analysis tools.

FEATURES & BENEFITS

- Discover multi-national company secrets on how they use e-mail marketing to reduce cost and generate more sales for their digital marketing strategy.
- Learn how MadResponse can help you create simple and effective approach in building highly targeted personalize sales.
- Offer unlimited list building, high e-mail delivery, built in survey, useful statistic tools, triggered automation and many functions to come.

Calling all agencies, marketers and business owners for this 2-day workshop, **MadResponse** is going to show you how to use Marketing Automation (the hot topic for 2017!) to execute high-impact Marketing Campaigns.

PROGRAMME STRUCTURE

- Platform registration
- MadResponse introduction
- Future of email marketing
- Email Marketing Fundamental
- **Session 1:** Platform setup
 - a) Creating list
 - b) Opt-in form
 - c) Autoresponder
 - d) Email campaign
- **Session 2:** Automation
 - a) Campaign Follow Up
 - b) Custom List
- **Session 3:** Funnel Creation
- **Session 4:** Expanding the list



In Collaboration With:



* Price inclusive of GST charges, training materials and MadResponse.com platform account.

GIVE OUR FRIENDLY TEAM A CALL TODAY

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