



Using Email and Digital Marketing to Build Profitable Relationships

**Facilitated by Erik Bunaes,
*Constant Contact-Authorized Local
Expert & Principal, Endorphin***

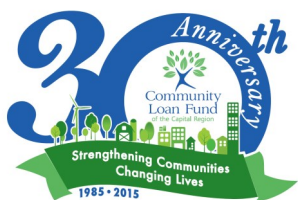
This hands-on workshop will introduce participants to the concepts of marketing on the web, formatting email/social posts and measuring the success of email campaigns. With an emphasis on “content marketing” this workshop will teach participants the benefits and various applications of targeted email and social media marketing to create and maintain successful relationships with customers, prospects, partners, referral resources and the media.

Friday, September 18th 10:00 am - 12:00 pm

255 Orange Street, Albany, 2nd Floor Conference Room

*Free parking in the adjacent lot. Building and parking lot
are handicapped accessible.*

Please RSVP to Paul Stewart at 436-8586 x805
or email Paul@mycommunityloanfund.org.



The Community Loan Fund of the Capital Region is a non-profit community development financial institution serving the Capital Region of New York State -- Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren & Washington Counties.

Incorporated in 1985, we provide access to capital by pooling investments and donations from socially concerned individuals and organizations, and re-lending it to non-profit organizations, micro enterprises and small businesses, and individuals for home ownership and repair. We provide training and technical assistance as well. The Community Loan Fund also manages the Albany Center for Economic Success, a small business incubator, resource center and community development facility.

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