

MARCUS & CO

STRATEGIC COMMUNICATIONS



Lynne Marcus, Constant Contact Solution Provider, Authorized Local Expert

Chamber workshop:

“What to Say, and How to Say It”

Using words and images to craft your email messages

Have you 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.

Register today.