



Small Business
Development Center
Kutztown University
of Pennsylvania

Helping businesses
start, grow, and prosper.

HOW TO CREATE MORE PERSONALIZED EMAIL MESSAGES FOR BETTER RESULTS

WHAT TO EXPECT

As a small business, you have an advantage over larger businesses. You see and interact with your customers on a daily basis. These relationships with your customers, clients, or members allow you to create more personalized email marketing efforts that get great results. Personalization goes beyond just adding their name to your emails. In this workshop, you'll learn what it means to personalize your email campaigns, how to add simple personalization in your emails, and how to personalize based on what you know about your subscribers.

FEATURED SPEAKERS

- **Dawn Wivell**, Constant Contact Certified Speaker

Date: December 3
Time: 2PM-3PM
Webinar

[Register Online Now](#)

Questions? Contact 484.646.5937

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