

August 6th MailChimp Workshop @ ChicoStart (FREE)

ChicoStart Presents



MailChimp = MakeMoney

with Nate Wright

Get a crash-course in one of the top three email marketing platforms. During this highly interactive, hands-on workshop, you'll get acquainted with the inner workings of this robust platform and prepare your first, or next, newsletter, with content sure to grab the attention of your audience.

After a rapid-fire do's and don'ts session looking reviewing actual recent campaigns, you will write your next monthly newsletter for your business, including:

- less spammy from name
- a truly effective subject line
- pre-header format known to drive open rates
- a list of strong calls to action designed for your business' ideal clients / customers / users
- humanizing your content with merge tags
- segmenting your list via replicant campaigns

You will leave with a list of truly engaging topics for their subscribers, your next newsletter plotted out top to bottom, and a plan for segmentation of future campaigns. Finally, Nate will be available to answer follow up questions via email for 4-weeks after the workshop, to help you implement what you learned to engage your customers and prospects with MailChimp and start making some money through this often misused marketing channel.

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WHEN: August 6th 2014, 4PM-6PM

**WHERE: Chico START
411 Main Street
Suite 101 (First Floor)
Chico, CA 95928**

**COST: Free (40 seats, last workshop was
overbooked)**
