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The City of Milwaukee Department of Public Works Support for Business Program and the Historic Third Ward Association (HTWA) invite Third Ward retail members to participate in a seminar entitled ***“Social Media and Email Marketing”***, presented by the Wisconsin Women’s Business Initiative Corporation (WWBIC). Many businesses in the Third Ward are using some of these techniques to promote their business. This workshop/seminar will address how to utilize all aspects in a well integrated manner.

Course Description:

Looking to increase traffic to your online or bricks-and-mortar business through a new email marketing campaign? This course will help you identify strategies for successfully email marketing your business. Learn the different types of email marketing and the different platforms available. This workshop will include tips and ideas on fusing your email marketing and social media presence.

Course Outcomes:

- Participants will understand the different email marketing platforms available
- Participants will be able to establish an email marketing strategy
- Participants will understand what makes an effective email marketing message
- Participants will better understand how to keep their web presence cohesive across all marketing platforms

What: *“Social Media and Email Marketing”* workshop presented by WWBIC

When: Thursday, June 6, 2013

8:30 to 10:00 a.m.

Where: Hudson Business Lounge, 310 North Broadway

Cost: Free for HTWA member retailers

Note: This course is limited to 32 participants so sign up today!

Register: At office@historichirdward.org by Friday, May 17, 2013

The Support for Business Program offers, seminars, workshops and webinars as a way to help businesses market themselves before, during, and after construction projects. They are available **at no cost** to business owners.

