



Harlem Community
Development
Corporation



Email Marketing for the Holidays

This free seminar will teach small business owners and entrepreneurs how to harness the power of email marketing for the holidays.

Discussion topics include:

- Overview of marketing principles
- Identifying your audience
- Defining your goals
- Using MailChimp and tracking its results
- Building a following
- Segmentation

Thursday, October 4, 2017
9:30 AM – 11:30 AM

Where: Adam Clayton Powell, Jr. State Office Building
163 West 125th Street, 2nd Floor Art Gallery
(You will need a photo ID to enter the building)

Space is limited. Please register for this free seminar by contacting Harlem CDC at 212-961-4100 or harlemcdc@esd.ny.gov.

Harlem CDC is a Subsidiary of Empire State Development