

This is the half-day seminar for every marketer who wants to learn the industry secrets, tricks and techniques for getting more response, more web traffic, more conversion and more business from their email and digital marketing.

- Create emails for maximum response
- Drive quality search traffic to your website
- Convert more visits into more actions

Three practical sessions from digital marketing experts at the dotDigital Group

2.00pm Email Effectiveness in Practice



dotMailer Director Tink Taylor kick starts the afternoon with Email Marketing - Effectiveness in Practice.

Providing a checklist for email best practice alongside the results from our Hitting the Mark email marketing benchmarking study, Tink reveals the practical lessons to be learned from the expose of over 40 major e-tailer's email marketing campaigns.

2.50pm Making your email marketing campaigns work for you



Skip Fidura - MD of website design agency, dotAgency- shows you where, how and why you should be using triggered email campaigns to up sell, cross sell and convert your site visitors and customers.

This session will open your eyes to the potential for your business to create highly effective, targeted, automated email marketing campaigns and maximise your ROI.

3.40pm Coffee

4.00pm Search - the 10 things you need to know for 2010



Alex de Albuquerque, Head of Search at dotSEO - dotMailer's sister SEO agency - takes you step by step through your top 10 rules for effective search marketing in 2010.

4.40pm Question time with Tink, Skip and Alex

4.50pm Drinks & dotMailer demo with the dotDigital Group team

Make sure you stay for drinks and the chance to talk to Tink, Skip, Alex and digital experts from the dotDigital Group, as well as other guests at the seminar in an informal setting.

During this time we will also be providing a practical demo of dotMailer Enterprise and showing you how to use the platform to build powerful triggered email campaigns in double-quick time.