



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

Date:
23 May 2012
18 Jul 2012

Course Fees:
S\$540.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
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6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Secrets of Email Marketing

Why You Should Attend This Course:

Email marketing is now recognised as one of the most powerful ways to market and promote your products or services. The right email can produce excellent response rates and have an extraordinary effect on the way you communicate with target markets.

But why do some email marketing efforts achieve spectacular results whilst others are instantly deleted? If you want practical, easy to implement and relevant ideas on using email to communicate and market better, then this one-day seminar is for you.

For those concerned about the dark side of emails, it will discuss responsible and ethical email marketing strategies. Ideal for marketing and PR professionals who want to know more about how to use email as an effective communication tool and are considering their own E-zine, E-newsletter or email campaign.

Interactive, intimate and full of practical email marketing tips and advice, the focus is on marketing and communications rather than technology.

Learning Outcome:

- How to plan your email marketing strategy to achieve greater response rates and higher impact.
- How people read and act on information in emails.
- The 5 power P's of writing good email copy.
- How to create a subject line that gets your email opened and read instead of deleted.
- The 8 essential rules of email marketing.
- How to collect and manage email lists within current privacy laws.
- How to harness the power of 'permission marketing'.
- How to determine whether to write and publish your own email newsletter.
- How to develop a workable email marketing plan.

Course Outline:

- Modern Marketing Secrets – How to outmarket and outcompete anyone, anytime online.
- The new rules of marketing in the digital age to enhance value and build loyalty.
- Traditional Marketing vs. Email Marketing ... what are the secrets of marketing online compared to traditional marketing?
- Email Marketing – The new killer application of new technology to marketing. Why should our marketing Department bother?
- Email Marketing case study – The University of Western Australia research and case study.
- Tactics and Strategies – 5 Power P's and 8 Essential Rules that every marketer needs to know about online marketing.
- E-myths and Hot Writing tips to fast track your sales in any situation.
- Must Do's and Don'ts for effective emarketing.
- The good, the bad and the just plain ugly on emarketing. Case studies – The Government of Western Australia, Tom Antion – Great Internet Marketing, Nigerian Fraud Scam.
- 10 Essential Tips for Digital Marketing
- Building Resources and Your Brand and Your Plan
- Breaking out of your current mind-set, addressing the challenges and preparing for the future.
- Case Study: Applying new knowledge to your situation, using the CAPS model.
- Open forum

Who Can Benefit?

CEOs, Operations Managers, General Managers, PR and Marketing Professionals in Corporate Communications, Employee Communications, Financial/Investor Relations, Human Resources, Interactive PR, Investor Relations, Marketing Communications Marketing, Media Relations, New media, PR Firms, Public Relations, Public Affairs.

Trainer's Profile:

Thomas Murrell is a multi-award winning broadcaster, international business speaker, author and advisor who is a recognised authority on public speaking, investor and financial relations. He is also a business educator, media consultant and author of 'Web Marketing Essentials' and 'I Heard It on the Radio: A Guide To Radio Presentation and Production'.

Described by the Australian Institute of Management as "one of Australia's leading management thinkers and practitioners" he has more than 26 years experience in media, marketing and management. After high profile roles as a reporter, presenter, executive producer and senior media executive, at just 28 years of age he was the Australian Broadcasting Corporation's youngest-ever senior executive to manage one of the world's largest broadcast radio networks. As a financial journalist he has also reported for Bloomberg and Bridge News and has lectured in Investor Relations to MBA level.

With a passion for developing people to their full potential, Thomas is able to combine his hands on leadership experience with expertise in persuasion, leadership, reputation management, crisis management, management expertise, peak performance, financial journalism, and corporate communications, making him one of Asia Pacific's most sought after experts on reputation building, influence and persuasion, public speaking and investor relations.

In the Asia-Pacific region, ABN AMRO, Austnam BMC Joint Stock Corporation Vietnam, Bank Islam, AmBank, B. Braun Medical Industries, Maybank and Standard Chartered Bank are just a sample of the public companies that have sought out his advice and ideas.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Secrets of Email Marketing <input type="checkbox"/> 23 May 2012 <input type="checkbox"/> 18 Jul 2012 (9.00am to 5.00pm) S\$540 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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