



Connecting People With Technology

Technology Workshop: **Constant Contact®**
- Do it Yourself eMail Marketing®

on
Tuesday November 1, 2005
at the

Ekaru Office
319 Littleton Road; Suite 105, Westford
7:30am – 9:00am
(Coffee and Bagels will be provided!)

Have you ever tried to send a business email to a large group of people and it turned into a big headache? This is because standard email solutions just don't work!

- o Limited # of emails sent at one time
- o List break up more susceptible to filters
- o Message can be filtered, blocked or undelivered without notice
- o No tracking and reporting of email results
- o If messages perceived as spam, entire corporate email server can be blocked by ISPs

Constant Contact®, Do-It-Yourself Email Marketing® is the leading web-based email marketing service used by over 40,000 small businesses and associations. With Constant Contact, you can easily create and send email newsletters and announcements that get immediate and measurable results. In 2005, Constant Contact was awarded SmallBusinessComputing.com's "Excellence in Technology Award" and Web Marketing Today's 2005 Award of Merit for Excellence in E-Mail Marketing Software.

In this workshop you will learn:

- o Why Outlook Fails
- o Email Marketing best practices
- o Live demo of Constant Contact
- o Preview of the 100s of templates available.

*Bring your questions to get the most from this workshop.
We'll stay after the program to discuss your specific issues.*

E-MAIL ME THAT

When asked e-mail usage in daily Business activities, 85% said they use e-mail to communicate with customers, 80% said they communicate with partners and business associates via e-mail, and 67% e-mail potential buyers

Source: Interland

Ekaru provides computer and network support to small businesses in the greater Boston area. Everything including IT strategy, network security, fighting Spyware, training users, troubleshooting networking problems, and configuring back-ups... basically everything an IT department does for a big company. We help you get more from the technology you already have and tell you about the new things you need to know about!

DETACH THIS FORM AND
RETURN WITH YOUR
PAYMENT BY
October 28, 2005

Ekaru (Mailing Address Only!)
174 Littleton Road; 3-388
Westford, MA 01886
Tel: 978-692-4200
Fax: 978-268-5119

info@ekaru.com
www.ekaru.com

Workshop – November 1, 2005
\$10 per person

*Reserve Now.
Space is Limited*

Company: _____
 Phone: _____
 Attendee 1: _____
 Attendee 2: _____
 Attendee 3: _____
 Amount Enclosed: \$ _____
 Payment Method: Cash Check Amex Visa MC
 Card #: _____ Exp: _____
 Name on Card: _____
 Signature: _____