

# Entrepreneur Exchange

An event series designed to bring together Springfield's entrepreneurs to network, develop ideas and share resources.

**April 19, 2011**

**JQH Arena**

**Missouri State University**

**4 - 6:30 p.m.**

**Paige Cahill from Constant Contact® will present**  
*REV UP Your Customer Relationships, Referrals & Revenues with Email Marketing!*

## You will learn...

- What email marketing "is" and "is not"
- Why businesses are using email marketing today
- The "do's" and "don'ts" of email marketing
- Best email practices to help you create successful email campaigns
- How email marketing can teach you what your customers really want
- How your email can help you go and grow your social media

**Refreshments provided and a cash bar will be available.**

**RSVP to [jjohnson@springfieldchamber.com](mailto:jjohnson@springfieldchamber.com) by April 15.**

**EDWARD JONES CENTER  
FOR ENTREPRENEURSHIP**  
DRURY UNIVERSITY

**Missouri**  
Small Business  
& Technology  
Development  
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