

Library Offers "*Success with Email Marketing*" Series

Hartford, Connecticut (January 4, 2011): Hartford Public Library will offer a series of free workshops on email marketing for business owners, entrepreneurs, and non-profit professionals. The workshops will be offered in the third floor program room of the Library, 500 Main Street, on three consecutive Tuesday evenings, January 18 through February 1, 6:00-8:00 p.m. Donna Saliter, owner of In Touch Promotions (www.intouchpromotions.com) will conduct the workshops. Ms. Saliter has 25 years of experience in both the nonprofit and for-profit sectors.

"With email marketing, businesses and nonprofits have a pro-active way to drive their clients and donors to their Web sites, blogs and Facebook pages. Email marketing provides a call to action that produces results and is measurable," said Saliter. In this three-part series offered January 18, 25, and February 1, participants will learn how to get started with, and make the most of, email marketing.

Email marketing is a relatively young industry that many small business and nonprofit professionals do not utilize to the fullest. In these workshops, participants will learn how to get started with and make the most of email marketing. According to Connecticut businessman Vilem Fruhbauer, President, USGBIT (U.S. Global Business IT) Web Design and SEO, "The best thing about email marketing for me is that you can measure your successes. If you send 500 emails a month with links to your Web site, social media pages and blog, you can see exactly who goes to those pages from your emails. In my business, this type of information is crucial."

All workshops are free and open to the public. Registration is requested in-person, online (www.hplct.org/calendar), or by calling 860-695-6295. If special accommodations to participate in these workshops are required, please contact Access Assistance at 860-695-6284 or TTY 860-722-6890, two weeks prior to the workshops.

For more information or to arrange an interview, please contact:

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About Hartford Public Library

The Hartford Public Library traces its roots to 1774. It operates 10 locations in the City of Hartford. The Library receives more than 850,000 visits per year. Services include access to a large collection of materials for reading and research, as well as music and video. Programs provide education, information and enrichment to the people of Hartford in such areas as citizenship training, literacy, business skills and cultural awareness. The mission of the Hartford Public Library is to promote and support literacy and learning; to provide free and open access to information and ideas and to help people participate in our democratic society.