

Email Marketing 101



Starting Your Own Email Club

Sunday, August 30th - 10:30 am – 11:30 am

Monday, August 31st – 12:00 pm – 1:00 pm

Learn the basics of how to start email marketing for more traffic and sales. Boris Bugarski has helped thousands of locations across the U.S. realize how powerful email marketing is and how it can help battle this slowing economy. Plus, Boris will show you his top secrets on how to build a monster email list overnight, how to effectively get staff to buy-in to your e-club, and the most effective ways to increase open and click-through rates. This basic email marketing course is perfect for those who are curious on where to begin and how to make it happen.

Take-Aways:

- ✓ Learn why email marketing is your best weapon in this economy
- ✓ What are the basic components in an email marketing program
- ✓ How to “do-it-yourself” and outsource
- ✓ How to build a monster e-mail list overnight

PLUS!!

- ✓ Boris’s top email marketing secrets
- ✓ Top 5 tips for successful email marketing campaigns

About Your Speaker

Boris Bugarski is the CEO & President of mUrgent, a leading full-service email marketing provider servicing thousands of restaurant locations across the U.S. With more than a decade of experience, his habit for working inside the 4-walls of restaurants to learn how staffs present email marketing “E Clubs”, coupled with his proven formulas for top line email results, have set him apart as the leading educator in email marketing for restaurants. He has been a contributing writer in publications like Franchising World, Restaurant Hospitality and Pizza Marketing Quarterly and is a frequent guest lecturer on marketing at the College of Business & Economics at California State University, Fullerton. Boris Bugarski is a national public speaker and has spoken at tradeshow such as the New York International Hotel & Motel Show, International Society of Restaurant Association Executives Summit, Coffee Fest, West Coast Franchise Expo, FRLA’s Orlando Pizza Show, the International Restaurant Show, Western Foodservice & Hospitality Expo, and for the Specialty Coffee Association, to name a few.

Download the Presentation at www.murgent.com/CA

For more information about mUrgent Email Marketing

Call 877.289.7250 or visit www.murgent.com

