

Email Marketing: How to Skyrocket Sales & Make it your Best Weapon

FLORIDA
Restaurant
& Lodging
Show

Friday September 11th – 11:00 am – 12:00 pm

Saturday, September 12th – 2:00 pm – 3:00 pm

From email marketing strategies to tactics, this session will demonstrate proven methods for stinging your competition, creating business and buzz in your neighborhood, and making your email marketing work harder to combat this slowing economy. Learn how thousands of restaurant locations across the U.S. have used Boris Bugarski's top email marketing secrets and tips for growing sales month after month by building a monster email list overnight and effectively leveraging email for higher ticket sales.

Take-Aways:

- ✓ Learn the differences between email marketing service providers
- ✓ Know the secrets for building a monster email list overnight and how to keep it growing
- ✓ Discover how to create subject lines that command higher open rates
- ✓ How to achieve above average open rates and click-through rates

PLUS!!

- ✓ 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/florida

For more information about mUrgent Email Marketing

Call 877.289.7250 or visit www.murgent.com

