



Email Marketing

Email marketing is far from dead; in fact, it's one of the most dynamic and cost-effective ways to grow your business. We'll cover segmenting, techniques to increase your engagement, and how to measure your success. Bring your questions and prepare to get your email program working to your advantage!

September 16th

12-1:30pm

Hybrid

Register for free at:

ucmsbdc.ecenterdirect.com/events/14261



Presented by Cyndi Darlington
President and Founder at Darlington Marketing

Cyndi Darlington is an entrepreneur, marketer, and teacher, with particular expertise in the retail and restaurant industries. After 20+ years in corporate marketing for established brands like Amtrak, Prudential and Islands Restaurants, she founded Darlington Marketing Co. (DMC) 11 years ago, and the company has grown to be a leader in the Southern California marketing community.



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