

## Getting Started Workshops: What's Included:

- 1) A comprehensive fact finding & diagnostics questionnaire to establish the current situation of your business in relation to:
  - a. Your business activity and where email marketing / CRM fits into it
  - b. Your current email database (if any)
  - c. Your current email strategy (if any)
  - d. Your current email content capabilities (if any)
  - e. The systems you have available to you

N.B. The questionnaire will be sent to you for completion ahead of the workshop, in order that the time and subject matter covered in the workshop itself can be better tailored to your specific situation. The questionnaire can be completed in person if required, via a series of interviews with relevant stakeholders. This will incur an extra cost.

- 2) A 5-hour on-site practical workshop, focused around your business and what you are hoping to achieve by either introducing or developing email marketing.

The workshop will be based around an introductory presentation outlining your business and where email marketing / CRM can help, followed by some practical actions you can take and a question and answer session.

- 3) A written summary report with recommendations and an action plan.

Getting Started Workshops are suitable for anyone who is directly involved with, or has an interest in, marketing and selling within your company.

It is beneficial to have at least one representative who is familiar with IT and who will be able to action some of the recommendations in relation to data and systems.

### **Pricing**

Getting Started Workshops cost £1,199

For more information, contact [clare@emailclare.com](mailto:clare@emailclare.com) or call 07966 422620 to book a free initial consultation.