

# Connecting with Customers...

Choosing the correct marketing tools for your message

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## Connecting with Customers

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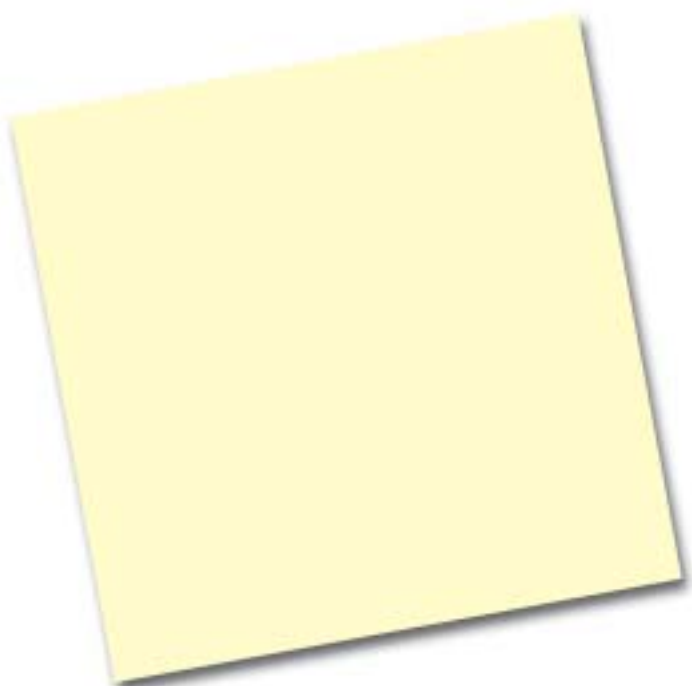
Tuesday, June 22, 2004

Half-day sessions from 8:30 a.m.–12:00 noon or 1:00 to 4:30 p.m.

At the Monona Terrace Convention Center, One John Nolen Drive, Madison

only \$59

(parking included)



**Paul Gibler, MBA**  
a.k.a.  
"The Web Chef"

Paul Gibler is Principal Consultant of CONNECTINGDOTS, a Madison-based marketing consulting and training firm. Paul utilizes his 20+ years of marketing experience as he speaks regularly on marketing and e-business topics around the country. As a regular contributor to print publications, online marketing discussion groups and e-business forums, Paul brings a unique perspective on how to utilize the Web, print and other marketing tools for connecting with customers.

### Connecting with Customers

*The blending of Web, print, phone and other marketing approaches to connect with customers!*

- Which marketing channel should you use and why
- Six steps to reach your target audience
- Increasing deliverability and conversion rates
- E-mail—click through rates and avoiding spam filters
- Direct Mail vs. Junk Mail
- Testing and measuring your marketing tools
- Message customization and personalization

