

## **News**

**Connecting with Customers Seminar June 22<sup>nd</sup> at Monona Terrace, Madison, WI**

**Contact:**

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Paul J. Gibler, “the Web Chef”, founder of CONNECTINGDOTS, will be sharing insights and tips to maximize direct marketing effectiveness using print, phone or e-mail during his presentation “Connecting with Customers... choosing the correct marketing tools for your message” on June 22<sup>nd</sup> at Monona Terrace in Madison, WI. The half day seminar, sponsored by Econoprint, will be repeated from 8:30 a.m. – 12:00 noon or 1:00 p.m. to 4:30 p.m. The seminar including parking is \$59. To register, contact Econoprint at one of their service centers or their corporate offices at (800) 305-8640 toll free or (608) 845-2700.

During the seminar attendees will learn about the following:

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

**Presenter Profile**

Paul J. Gibler is principal consultant with CONNECTINGDOTS, a marketing strategic consulting and training firm focused on helping clients develop, integrate and optimize their online and offline business and marketing efforts. In addition to consulting and training, Paul speaks around the country on marketing related topics.

For more information on CONNECTINGDOTS, visit <http://www.connectingdots.com>.

**Sponsor Profile**

Econoprint is a leading Madison-based printer and marketing services firm. The seminar is one of many in a series that Econoprint has been offering as part of their value-added services to customers and prospects.

For more information on Econoprint, please visit <http://www.epdigital.com>