



NEW YORK STATE SENATOR

Joseph P. Addabbo Jr.

## Addabbo Cosponsors Small Business Seminar Series WITH Queens Chamber of Commerce

JOSEPH P. ADDABBO JR March 25, 2013

*“The Power of Email Marketing” Comes to Forest Hills on April 4*

**Queens, NY, March 22, 2013 -- NYS Senator Joseph P. Addabbo, Jr. (D-Queens)** is launching a monthly small business seminar series in his district this spring, starting in April and ending in June, cosponsored by the Queens Chamber of Commerce. All three lectures in the series will take place at the **American Legion Continental Post 1424, 107-15 Metropolitan Ave, Forest Hills**, from **7 PM to 8:30 PM**.

The first seminar in the monthly series for small businesses, **“The Power of Email Marketing,”** is set for **Thursday, April 4**. Constant Contact is conducting each lecture led by different speakers and is encouraging small business owners to attend this first session to get the most out of this series. Registration is required for each event individually. Registration for the April 4 event can easily be done by clicking on the link below:

<http://events.constantcontact.com/register/event?llr=laboagfab&oeidk=a07e74i630ob5caf79a>

Learn the best practices of email marketing and how easy it can be to implement them. Now more than ever, the successes and achievements of small businesses are measured by the strength of relationships that each construct. It is essential to learn about email marketing and how easy, inexpensive and highly effective it can be.

Explore the strategies of email campaigns, build a mailing list, develop targeted follow-up campaigns, and successfully integrate your email- with your social media-marketing.

The subsequent spring lectures are set for May 2 and June 6; each requires separate registration by calling/emailing Ellen dePasquale at Constant Contact or online, via the links provided below:

May 2: “Social Media Marketing Made Simple” – register here:

<http://events.constantcontact.com/register/event?llr=laboagfab&oeidk=a07e74q0wt7143fa4ca>

June 6: “Event Marketing” – register here:

<http://events.constantcontact.com/register/event?llr=laboagfab&oeidk=a07e74q2a47ca5ef24d>

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