

SAVE THE DATE!

Jan. 25 Leads for Lunch networking opportunity, Greystone Country Club
Feb. 8 Membership meeting; Chamber Benefits 101; and 2012 committee sign-up, Forrest Grove
Feb. 16 Constant Contact Media Marketing. FREE workshop on de-mystifying email and social media; Literacy Center, Walker. Reserve a spot by Feb. 14, by phone or online.
Feb 22 – Leads for Lunch, place to be confirmed.

LPC Dateline



De-mystify email & social media marketing

Your Chamber is offering this FREE workshop, presented by Amy E. Olivieri, Regional Development Director for Constant Contact. Come and learn how to build relationships that are the key to the success of your business with easy, inexpensive and highly effective email marketing! We will explore the basics of what email marketing is, why it works so well, how it easily integrates with social media sites, and how to use it in your business planning and marketing strategy to achieve special goals.

You'll learn how to: create email campaigns that get results; get your emails opened and read; write compelling subject lines and copy; interpret email campaign results (open-rates, bounce-rates, click-thru rates, etc.); and open the door to social media marketing through email marketing. You'll also see examples of successful email and social media marketing campaigns.

Who Should Attend: This workshop is suitable for all experience levels. Participants do not need to be a Constant Contact customer to attend; all information provided can be applied regardless of the system or service you are using for email marketing.

The workshop will be presented Feb. 16, 1-3 p.m. at the Literacy Center at Walker. Attendees must reserve a spot by Feb. 14. Members are given preference, but non-members may attend if space permits.

*Don't miss this valuable training!
 Register now, by phone or online!*

Take advantage of directory advertising

Don't let this opportunity for year-long advertising pass you by. The Chamber directory is a top-quality publication that is used by the Chamber, municipalities and the Tourism Commission throughout the year to market Livingston Parish. If you don't reserve your spot now, you won't have another opportunity until 2013!

New members ... New members...

Dr. Michelle Barnum, M.D., New Leaf Psychiatry & Counseling Center, 17199 Spring Ranch Rd., Livingston, LA 70754; 225-686-4995

Acadian Ambulance Service, 7777 Hennessy Blvd., Suite 1005. Baton Rouge, LA 70808; 225 761-3330

Greater B.R. Food Bank, P.O. Box 2996, Baton Rouge, LA 70821-2996; 225-359-9940 X222

Gerry Lane Chevrole,t 6505 Florida Blvd, Baton Rouge, LA 70806; 225-926-4600

Main Street Financial Federal Credit Union, 1620 S. Range Ave., Denham Springs, LA 70726; 225-387-Join 5646

Wholly Ground Coffee House, 27988 Walker South Road, Walker, La 70785; 225-664-1115

Rotolo's Pizzeria / Walker, 29050 Walker South Road, Walker, LA 70785; 225-271-8749

Rotolo's Pizzeria / Watson, 32334 LA Hwy. 16, Suite A, Denham Springs, LA 70726; 225-778-7497

Livingston Parish Chamber of Commerce • 133 Hummell Street , P.O. Box 591 • Denham Springs, LA 70726
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