

Benchmark to Host Live Event on Getting Maximum ROI with Email Marketing

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EINPresswire.com/ -- The "40:1" [live event](#), which takes place on July 25th on Google+ and YouTube, will teach small business owners how to earn \$40 in sales for every \$1 they spend on [email marketing](#). Guests have a chance to win a free iPad when they register for the event.

Benchmark, a leading email and [event marketing](#) company offering Web-based tools for small businesses, will host a July 25th live event to teach guests how to get

\$40 for every \$1 they spend on email marketing. The live event, named "40:1" and hosted on Google+ and YouTube, will feature a presentation by Daniel Miller, Benchmark's director of sales and marketing, and Andy Shore, Benchmark's social media and content manager. Guests can win a free iPad by registering for the live event, and after the presentation, attendees can ask questions on maximizing their email marketing efforts.



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Andy Shore, Benchmark's social media and content manager

“So many small business owners use email marketing as their go-to promotional tool, but many have no idea how to gain maximum ROI for their efforts,” says Andy Shore, co-host of the live event and the character model and voice behind the company's animated “Ask Andy” series. “During 40:1, we'll cover all the bases, from which types of emails to send to how to engage customers.”

The 40:1 live event will take place on July 25th at 11 am PST, and last approximately an hour and a half. Topics will include analyzing email marketing reports, building and managing email lists, and more. Guests can get more info or register for the live event by visiting <http://go.benchmarkemail.com/40-to-1/>.

Benchmark offers Web-based, do-it-yourself email marketing tools that help users engage an audience and make more sales. The company also offers event marketing tools that let clients promote and host special events online, including concerts, seminars, and more. With paid email plans starting at \$9.95 a month, and event marketing plans that start at \$12.95 a month to host up to three paid events, the company has taken the lead in the customer engagement space. For

more information on Benchmark, visit (<http://www.benchmarkemail.com>)

About Benchmark

Benchmark is the world's first truly global email and events marketing service, with award-winning, Web-based bulk email tools. The email service is offered in Spanish, German, simple Chinese, traditional Chinese, Japanese, Portuguese, Italian, and English. As the #1 do-it-yourself email and events marketing service for businesses of all sizes, Benchmark offers the most flexible, user-friendly and affordable tools for sending and tracking email newsletters and promoting events from the Web, desktops, smartphones and tablets. With an extremely diverse client base ranging from small businesses to nonprofit organizations, and a customer service team that's seen as the best in the business, Benchmark boasts hundreds of thousands of loyal, satisfied customers in America, Asia, Europe and beyond.

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