

Power Publicist Present List Building and Marketing Strategies at Email Marketing Seminar

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Agency: **Cherry Communications**

Local PR Pro lead speaker at Association of Strategic Marketing event.

Albany, NY – August 4, 2008 – Shannon Cherry, the Power Publicist, has been named a lead presenter at Email Marketing in 2008: What Every Company Should Know, held by the Association of Strategic Marketing. The all-day seminar will be held on September 24 at the Holiday Inn Express in Latham.

Cherry is the owner of BeHeardSolutions.com, a subsidiary of Cherry Communications. With a background in TV and newspaper journalism, Cherry has worked for more than 15 years developing innovative public relations strategies. The award winning publicist helps business owners and entrepreneurs attract more customers through effective publicity. Cherry also publishes the weekly e-zine, Be Heard!, which is distributed to 6200 subscribers.

Cherry will be presenting two sessions: Email List Building Strategies: Why and How to Build a Qualified, Permission-Based Email List and How to Write Email Communications That Build Relationships and Generate Traffic for Your Website. The two presentations will cover the biggest mistakes and the best practices necessary to creating effective email communications including:

- q Building a list effectively – without breaking any laws
- q How to engage prospects using email
- q Making sure your emails get opened
- q And more

“Email marketing is a low-cost, high impact way to establish yourself as an expert while reaching targeted prospects often,” says Cherry. “You don’t have to be a professional publicist to write material that your readers will love and can’t wait to read. There are plenty of tricks I can’t wait to share that can ensure your emails get opened.”

The registration fee for Email Marketing in 2008: What Every Company Should Know is \$299 for Association of Strategic Marketing members; \$399 for nonmembers. To attend, visit www.associationofmarketing.org and register using seminar ID 382306.

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[You can find this press release here](#)