

EDUCATE AND BUILD RELATIONSHIPS

email... text... and now Twitter

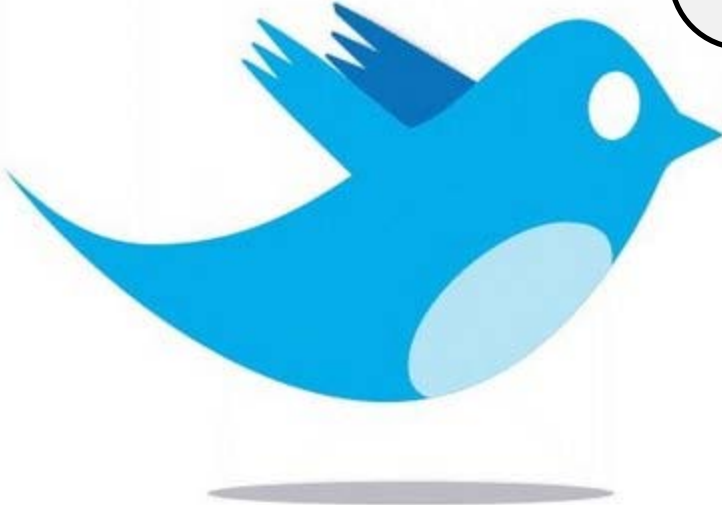
Presented by: James Robert Lay



EMAIL ROI



Average return of \$57.25 for every dollar spent (Direct Marketing Association study)

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- A blue Twitter bird logo is shown in profile, facing right. It is positioned to the left of a speech bubble. The bird is a stylized silhouette with a white eye and a light blue belly. The speech bubble is light gray with a black border and contains a numbered list.
1. Listen
 2. Learn
 3. Engage

TAKE GOOD NOTES here.

In an effort to be green, I did not print out all the slides for this presentation. Instead, you are invited to write down what we discuss in your own words to remember it better. Or... you can just sit back and listen. What ever works best for you. Just don't hesitate to shout out anytime with questions, thoughts or feedback. That's what makes this fun. The conversation. Please email me at jrwlay@ptpnewmedia.com for the slides and I will hook you up.

TAKE GOOD NOTES here.

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CU Grow

innovate. communicate. collaborate.

Join the conversation @ www.cugrow.com

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Let's carry on the conversation.
Shout back @ me anytime.