



NEWS RELEASE

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SBA and Topica to hold Free Online Webinar on Email Marketing for Small Businesses

WASHINGTON— A free online webinar on *Email Marketing for Small Businesses* will be hosted by the U.S. Small Business Administration and Topica Inc., on Wednesday, May 12, at 2:00 p.m. (Eastern Time). The live, 60-minute webinar on e-mail marketing strategies is intended for small business owners such as retailers and marketing professionals, as well as e-commerce Web sites of all types.

The webinar will feature:

- a checklist of best practices for responsible e-mail marketing, including ways to obtain the recipient's permission, working unsubscribe links, and a posted privacy policy;
- tips for successful e-mail selling, covering areas like effective offers, how to build a list, email design, the power of confirmed opt-in, frequency, and personalization;
- resources to get started, including a carefully selected catalog of resources that can help marketers increase the effectiveness of their email campaigns; and
- stories from the e-mail retail front, including examples of how various companies have used e-mail to boost sales, recruit paying attendees and generate demand.

The webinar also will cover overall principles in making e-mail work for e-commerce.

Following the webinar presentation will be an overview of the SBA's programs and services.

The webinar will end with a question and answer session.

Small business owners can participate in this free, 60-minute session from their own computer and telephone. Interested participants can sign-up at

<http://topica.raindance.com/iccdocs/seminarList.shtml> by clicking the "Register" button next to event titled "Topica: Email Marketing for Small Business" dated May 12.

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