



Marketing Department

118 Lamington Road • Branchburg NJ 08876

ph: 908-526-1200 • www.raritanval.edu

● NEWS RELEASE ●
Contact: Donna Stolzer
908-526-1200, ext. 8383

FOR IMMEDIATE RELEASE

#15

August 13, 2009

RVCC SETS WORKSHOP ON EMAIL MARKETING FOR SMALL BUSINESS OWNERS

The Small Business Development Center (SBDC) at Raritan Valley Community College (RVCC) will hold a seminar on email marketing strategies for owners of small businesses, Monday, September 21, from 6-9 p.m. The free program will be held at the College's North Branch Campus.

The seminar will offer strategies on how owners of small businesses can build valuable relationships with current and future customers using easy, inexpensive and highly effective email marketing. The program will provide tips on building a contact list; getting emails opened and read; targeting communications; and using email communications to improve customer loyalty.

Pre-registration is required. For additional information and to register, call 908-526-1200, ext. 8516, email sbdc@raritanval.edu or visit www.sbdcrvcc.com.

RVCC, located on 118 Lamington Road in North Branch, NJ, and serving Somerset and Hunterdon County residents for 40 years, offers more than 90 associate degrees and certificates. In addition, customized training programs and non-credit courses are available for those seeking personal and professional development.

The College is committed to offering a quality and affordable education through effective teaching, liaisons with the community's businesses and state-of-the-art technology. For further information, visit www.raritanval.edu.

###