# **Promotion Sequence**

No. of steps: 4 (including post-webinar playback link)

**Part 1**

Subject: [Free Webinar] Retargeting 101: How to convert more prospects into customers!

{YourName / YourCompanyName} invites you to attend …

# **FREE WEBINAR: *Retargeting 101: Increase visibility with your best prospects, generate more repeat business, and convert more prospects into customers!***

Join us for a FREE Webinar on {INSERT DATE, TIME AND TIME ZONE} and we’ll show you the most affordable way to keep your brand in front of your best prospects!

[Click here to register for this webinar](http://#)

## Retargeting is one of the best uses of your advertising budget

Getting new prospects to take the time to visit your website is expensive and difficult! But, depending on your industry, 90-98% of your site visitors won’t buy or take action the first time they visit.

Retargeting is the easiest and most affordable way to keep marketing to those prospects and convert more of them into paying customers.

In this online training, we’ll show you how!

In this free webinar we will discuss:

* **Mind-blowing** statistics why Retargeting matters to your business
* **Why Retargeting is the best advertising investment you can make, with the greatest return**
* Simple strategies for **making retargeting work at your business**

Retargeting is an absolute MUST for any business looking to make the most of their marketing budget. Attend this webinar and find out why!

[Click here to register](http://#)

**Part 2**

Subject: [Upcoming webinar] Grow Your Business Fast Using Retargeting!

There's still time to sign up and learn how to convert more of your website visitors in paying customers!

Join us for a free webinar on {INSERT DATE, TIME AND TIME ZONE}:

***Retargeting 101: Increase visibility with your best prospects, generate more repeat business, and convert more prospects into customers!***

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**Part 3**

Subject: Last chance to sign up for today’s webinar on Retargeting

Last chance to join us for today's webinar!

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**Part 4**

Subject: Missed our webinar? Watch it now.

Webinar recording now available!

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Thanks to everyone who joined our webinar! If you missed the presentation, or if you want to view the recording, click the link below:

{INSERT LINK TO WEBINAR RECORDING}

Have questions? Contact us today!