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Tuesday, August 7, 2012

Free Webinar: 9 Helpful Tips to Supercharge Your Digital Marketing

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When: Tuesday, August 7th at 1:00 p.m. (EST)/10:00 a.m. (PST)

Dance/NYC joins Capacity Interactive, Opera America, Technology in the Arts and The League of Resident Theatres to present 9 Helpful Tips to Supercharge Your Digital Marketing, a free webinar for arts marketers and fundraisers.

This free webinar will provide 9 helpful tips to help marketers and fundraisers at arts organizations build engagement, sell more tickets, and raise more money online. Topics will include:

- A simple method to increase Facebook engagement
- Boost open rates on fundraising appeals
- Banner ads that sell
- Smarter budgeting for website projects
- And much more!

PLUS one attendee will be chosen to win a free admission to [Digital Marketing Boot Camp for Arts Marketers*](#) in NYC in October -- a prize worth over \$800.

If your role touches digital marketing at your arts organization, you don't want to miss this.

Presenter Bio

Erik Gensler is the president of digital marketing consulting firm Capacity Interactive whose clients include some of the country's leading arts organizations such as Alvin Ailey American Dance Theatre, Shakespeare Theatre Company and Pacific Northwest Ballet. Erik is the founder of Digital Marketing Boot Camp for Arts Marketers, an annual conference for arts marketers in NYC each October. Erik has presented sessions on digital marketing at the Opera America Conference, The LORT Conference, The Arts & Business Council of New York, The New York Foundation for the Arts, and Tessitura Conferences. He has guest lectured at Columbia, NYU, and Baruch College and has been featured on the Carnegie Mellon Technology in the Arts podcast series and webinars.

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