



Jenkins To Address eMarketing Leaders On Improving Email Marketing Performance

ATLANTA, GA Oct. 24 – Simms Jenkins, Founder and Principal of BrightWave Marketing, one of the nation's premier email marketing services firms, today will address the attendees at the eMarketing Association's Em7 Marketing Conference in Atlanta, GA. Jenkins, who was named one of the top 21 email marketing sources by EmailMarketingReports.com, will speak on the topic of "Utilizing Metrics to Enhance your Email Budget and Performance." Jenkins and his firm, along with the Email Experience Council, are the creators of EmailStatCenter.com, which has quickly become the leading authority on email metrics.

The annual eM7 eMarketing Conference started on Tuesday Oct. 23 and concludes today. Topics include search marketing, blogs, banner advertising, email marketing, word-of-mouth, integration of offline media, rich media, metrics, mobile marketing, affiliate marketing, e-commerce, and website marketing. For more information, please visit [eM7 Conference Information](#)

About Simms Jenkins

G. Simms Jenkins is founder and principal of BrightWave Marketing an Atlanta-based email marketing and customer relationship services firm. Recognized as one of the top email marketing experts in the industry, Jenkins has directed BrightWave Marketing to the forefront of the email marketing outsourcing space by creating a boutique firm with expertise in email strategy, design, campaign management and CAN-SPAM compliance. More information can be found at BrightWaveMarketing.com

In 2007, BrightWave Marketing and The Email Experience Council partnered to launch EmailStatCenter.com, the first centralized online repository of statistics and research specific to the email marketing industry. Visit www.EmailStatCenter.com for hundreds of email metrics in over 40 categories.

About BrightWave Marketing

BrightWave Marketing (www.BrightWaveMarketing.com) is a specialized marketing firm focused on creating and managing exceptional strategic and tactical online acquisition and retention programs that drive revenue, cut costs and build relationships. BrightWave Marketing offers targeted and measurable solutions leveraging the flexibility and economy of Email Marketing, search engine keyword buys and other online customer relationship tools.

The company's primary areas of service are Email Marketing, Creative Services, eMarketing Strategy & Planning, Legislation & Customer Privacy Expertise, Data Services & List Hygiene/Management and Search Engine Keyword Buy Management. Headquartered in Atlanta, GA, BrightWave Marketing has done work for a blue chip client roster including ACS, BellSouth, CoreNet Global, Floor & Décor, GMAC Insurance, Lowe's and Whole Foods as well as leading advertising and marketing firms. For more information, please visit www.BrightWaveMarketing.com or visit BrightWave's sister site www.EmailStatCenter.com, the Leading Authority on Email Metrics.

About the eMA

The eMarketing Association (eMA) is the world's largest association of eMarketing professionals. Members include governments, companies, professionals and students involved with the eMarketing arena. The eMA provides marketing resources, services, research, certifications,

educational programs and events to its members and the marketing community. The eMA works with a number of organizations, companies and governments on issues related to e-Commerce, multi-channel marketing and legislative issues. The eMA has members in over 50 countries around the world, and sponsors or manages over 30 events a year. More than 7,000 marketers have enrolled in eMA online courses and thousands of eMarketing professionals and students have achieved certification status.

Membership in the eMarketing Association, recognized worldwide, indicates a commitment to our profession as well as to professional development and achievement. eMA certifications are endorsed by governments, educational boards, colleges and universities, and provide marketers with a tangible credential for advancement in our field.

The eMA is committed to enriching the marketing community and its members through recognition, research, advocacy, education and service. Information on this event and other eMA programs is at the eMA website.