



To book a speaker, call:

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### SPEAKING TOPICS

*NOTE: All topics (except for the product training) are educational and will not directly promote Constant Contact products. Information discussed in these sessions can be applied regardless of the marketing tools being used.*

## The Power of the Inbox: Tips and Tricks for Successful Email Marketing

What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do? This powerful seminar takes you step-by-step through the keys to effective email marketing:

- What it really is (and isn't)
- What it can do for your business
- And the **five easy steps** you must take to harness the power of the inbox!
  - Grow a healthy list
  - Create great content
  - Customize a beautiful, mobile-friendly template that matches your brand
  - How to get your emails opened
  - Tracking your results

From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the most effective marketing you can do: email marketing. Join us!

## Look Great in the Inbox- The 7 don't's of Email Design

First impressions matter – how are YOU doing with your emails? This seminar will help you avoid common mistakes and maximize your emails for powerful impact! You'll learn:

- Branding *beyond* the logo – how placement, pictures, even colors can re-inforce recognition & engagement
- Readability – including fonts, white space and single-column design
- Images – including sizing, placement, links and more
- Sharability – are you going social with your email? Easy tips to encourage more cross-platform engagement

Join us for this fast, info-packed seminar packed with tips, techniques and tools to help you navigate the dos and the don'ts for your own email marketing!



## What to Say, and How to Say It: Using words and images to craft your email messages

Heard of "location, location, location"? For online marketing, it's "Content, Content, Content!" What you say, and the way you say it (tone, date & time, frequency) is how you will attract, engage and be shareworthy to your audiences. This seminar will teach you the time-saving tips, techniques, and yes, even apps that will help your content - and the way you share it - succeed! You'll learn how to:

- Create
- Curate
- Extend

...the content that will help you achieve your goals. We'll cover tidbits like how many links create the most engagement, how to turn questions into high-open subject lines, tips on using graphics, pictures and videos, re-purposing content across multiple platforms, and more. And, we'll give you the structure and tools to make creating your content fast, easy and effective.

Register today!

## Stand Out Subject Lines: Get Open, Get Read, Get Results

Ignored – or Engaging? How are your subject lines working – or NOT working – to capture the attention and interest of your audience? This fast-paced seminar will take a deeper dive into the mechanics of truly effective subject lines. We'll cover:

- The three keys that make or break your subject line (and how short your window really is..)
- What works – and what does NOT work – in capturing your readers' attention
- Length, brand, urgency and offers – make them work for your subject lines
- Before and examples that make it crystal clear how to improve your results

Get their attention – get in the door – and get the response you desire. Whether you are trying to get read, realize revenue, increase your reach or inspire referrals, your subject lines are a key to your success!

## Grow Your Email List: Quick, easy ideas to expand your reach

So: how's your email list? Is it growing steadily – or a bit stagnant? And when's the last time you actually contacted them? If you are ready to develop a great list of email addresses to start marketing to, you need a plan! This seminar will help you identify how to gather contacts of people interested in your organization wherever they find you, plus provide tips, technologies and tactics for keeping your contacts organized and segmented for easier, more effective targeted marketing. In this seminar you will learn how to:

- Get started with **gathering** email contacts
- Establish an organized contact **segmentation process**
- Grow your email lists **online and in person**
- Keep your subscribers **interested & engaged** after they sign up

Join us and learn some great strategies for collecting and managing your contact list -- so you can start to grow your email list, expand your reach and achieve your goals!

## **Grow Your Business with Email AND Social Media-*Simple marketing strategy for small business & nonprofits***

Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible. But between Facebook and Twitter, email and mobile, deals, and whatever new social network is rolling out that month—there’s a lot to keep up with. The number of possibilities can feel overwhelming. This session will help make sense of the noise. We will cover:

- A review of marketing basics
- What exactly is a marketing “campaign”
- How to make the most of the combination of email and social media for your business
- Proven tips for how to get your messages opened and read, shared and socially visible
- Great tools you can use to help engage with your existing customers and supporters as well as expand your reach to new prospects.

Join us and start to build a plan that will help you grow your business by eliciting the responses you want from your customers or supporters.

### **Harness the Power of Mobile**

Participants will learn how to use mobile technology to promote themselves and drive more business: Mobile internet usage is growing fast – more people are starting to receive and read your email and social media messages with their smartphones. And more businesses are starting to use mobile to create marketing communications and make it easy for their customers to buy from them. Join us for this seminar to make mobile a part of your business. You’ll learn:

- Why mobile makes local listings more important than ever
- How to drive action with mobile marketing
- How to create content with and for mobile

### **Measuring Your Digital Marketing- How to use Reports and Analytics to Evaluate your Campaigns**

Metrics – can be like magic. Have you wondered: how can the reports and analytics of digital marketing give you the insight and key info you need to succeed? This seminar will take you step-by-step through the amazing data generated by all the key online marketing tools – and give you tips on how to use it.

You’ll learn:

- How email open- and click-through reports can help you know:
  - Which of your products/services are hot, which are not, and how to test for best results
  - Out of a field of everyone, who is interested in what topics – so you can focus your precious time, efforts & energy
  - The calls to action/messaging that actually WORK
  - Best times, days and ways to get the response you want
- How evaluating event registration and survey response patterns can help improve your next campaign by leaps and bounds
- How social media engagement and click rates can tell you the topics, type of media posts, and frequency your connections really want
- How research, setting goals, monitoring campaign results and applying lessons learned will continually improve your results!

## **Automate Your Marketing! Planning Ahead to Convert & Keep**

Do you send the same information over and over? Do you ever forget to follow up with new subscribers, customer anniversaries and birthdays? How do you share your great case studies, success stories and customer testimonials? Or introduce customers to your diverse product or service offerings? And do you wish you had a way to reward new subscribers & inspire them to take action right NOW, when their interest is HOT?

Autoresponder campaigns do what YOU wish you had the time to do! Use them to follow up, inform, entertain, & provide incentives for action & engagement - they work automatically while you focus on your business. This seminar will help you:

- Learn the difference between automated messages and autoresponder campaigns
- Decide where autoresponders can help you do better marketing communications
- Understand key actions that trigger emails to be sent
- Identify what steps to take to design effective autoresponder campaigns
- Design the “evergreen content” that works best for your audiences

We'll also cover dos and don'ts, show a sample autoresponder calendar, and share real case studies of success with autoresponder campaigns. Join us!

## **Social Media 101: The Basics of Social Media**

Have you been thinking about marketing your business with social media, but you feel overwhelmed and not sure how to get started? Or maybe you're not convinced that it works? This webinar will show you the value of using social media to reach your customers, how it can lead to new customers and how it drives repeat business from your current customers. We'll take a look at the 5 most popular social media networks – Facebook, Twitter, LinkedIn, Google+ and Pinterest – and help you decide what is right for your business. We'll also look at what comes next: how and what to post on social media.

## **Social 102 – You're Social, Now What? (or) Making Social Media Work for You**

You've thought about what social networks to use for your business or nonprofit, and you're ready to take the next step. Where do you go from there? This webinar will give you a closer look at the popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, and Google+. We'll show you the benefits of using each, how other organizations are marketing with them, and some dos and don'ts of each channel. You'll also get tips on how to tell if your social media activity is working.

## Social Media Timesavers

Do you know that 43% of small businesses dedicate six or more hours per week to social media? While it's important to engage for social visibility and key connections online, we all want to do more in less time. This session will help you save time and get back to what you love to do – running your business or organization.

Participants will learn:

- Tips for saving up to ten hours a week managing your social media
- Simple ways to find usable, relevant content for your posts
- How to integrate your social media into sales promotions and events
- Best practices, business builders and more...

This session is suited for beginners. Participants should have a basic knowledge and understanding of social media in general.

## Events and Registrations in a digital world

At the heart of small business marketing are the campaigns that drive action – collections of marketing activities that help a small business or organization to achieve its goals and objectives. One important campaign type that many nonprofits and small businesses have used, but would like to learn more about, revolves around Events. When you run an event you want to make sure that you leave ample time for the promotional activities that will drive your registrations, and you want to create and provide an optimal online registration experience. If you have run events or are considering running events, and you'd like to build on your knowledge of these two important elements of running a successful event, this session is for you.

Please note: this session will not be addressing best practices around event planning topics like venue selection, planning event entertainment or dining options, running fundraising activities like live or silent auctions, etc. It is focused on helping the audience promote their event and streamline the online registration process. Attendees of this presentation will learn:

- The different types of event you might run
- Setting a goal for your event
- Promotion of your event (including a sample promotional timeline and activities)
- Set up an effective online registration process
- Post-event activities you can't forget

Join us and learn some great new strategies to help you promote your next event and set up an online registration process that helps your event succeed