



CONSTANT CONTACT SEMINAR CATALOG

These sessions can range anywhere from 45 to 90 minutes depending on how much time you have.

A Simple Recipe for Social Media Success

As a small business, social media is overwhelming and often feels like you're just spinning your wheels. You have to figure out where to be, how to be engaging, and how to get results—all with a limited amount of time and resources. That's why in this session we'll provide a recipe for social media that saves time and gets results to grow your business. You'll learn how to get started, choose the right social networks for your business, and a 15-minute social media plan.

Get New and Repeat Business on Autopilot with Email Marketing

If you're a small business or work with them regularly, you know they thrive on bringing in sales from new and existing customers. Wouldn't it be great if you could bring in those sales more frequently without having to spend a lot of time doing so? You'll learn some simple ways to use automation to repeatedly reach customers with email marketing.

Email Marketing Quickstart

We understand that kick-starting your email marketing strategy can be a daunting task. It takes all of the things that small businesses and non-profits don't seem to have—time, effort and budget. That's why Constant Contact is offering a workshop that it designed to assist you with finally taking the email marketing leap that you've wanted to make. Whether you're looking to finally commit to getting started with email marketing or you know there are some best practices you missed when starting out, this presentation will get you off and running (or continuing to run) on the right foot!

Appreciating Your Business & Your Customers

Small business owners are very busy and rarely have time to reflect on the work they've done, the customers they've helped and to plan a strategy moving forward. This seminar will discuss ways to show appreciation for existing customers, how to utilize these relationships to attract new customers, and how to evaluate what's important to you and your business.

How to Create More Personalized Email Messages for Better Results

As a small business, you have an advantage over larger businesses. You see and interact with your customers on a daily basis. These relationships with your customers, clients, or members allow you to create more personalized email marketing efforts that get great results. Personalization goes beyond just adding their name to your emails. In this workshop, you'll learn what it means to personalize your email campaigns, how to add simple personalization in your emails, and how to personalize based on what you know about your subscribers.



The Power of the Inbox

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 and the five easy steps you must take to harness the power of the inbox! 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.

How to Write Effective Marketing Emails for Any Situation

Whether you're writing a welcome email, event invitation, promotion, or an automated series, it can feel daunting to sit down and write your next email. You have a limited amount of time where you need to figure out what to write and how to write it so it drives results for your business. After all, your emails need to build relationships, inspire people, and encourage them to take action. That's why in this one-hour session you'll learn email writing tips that will save time and make your emails more effective.

How to Segment Your List to Get Better Email Marketing Results

You may have heard that today's consumers expect timely and relevant information from the businesses they choose to hear from. Segmentation is the first step toward sending that targeted, relevant content that gets results for your business. Whether you're not sure how to segment your list or you just want to learn more, we'll share strategies and tips that help you segment your list to send more relevant information to your subscribers.

Create Your Website: 3 Pages You Need to Publish with Confidence

Publishing your website can feel like a daunting task. Even with a template that takes care of the look and feel of your website, you still need to create the content for your pages. It's easy once you know where to focus. You can publish your website quickly with just the essential pages you need to get yourself online. Join us for this great presentation where we'll show you the best practices you should follow for your website.

Get More Opens with Great Subject Lines

In the busy inbox, you have just a few milliseconds to convince someone to open your email. Beyond the relationship you've been building with your contacts, your subject line must capture their attention and entice them to open and read your email. In this one-hour presentation, we'll provide tips and plenty of examples to get you writing subject lines that work.

How to Grow Your Business with Google Search Ads

For many, the thought of creating Google Search ads can feel overwhelming. Maybe you're not sure how they work and you don't want to waste money trying to figure them out. But what if you could ease that sense of overwhelm by knowing how to create Google Search Ads that cost-effectively drive the right traffic to your website? That's what we'll show you in this engaging presentation. We'll discuss how to create Google Search Ads designed to grow your business.



Making Sense of Online Marketing: A Simple Checklist for Success

The idea of getting your business online can often feel scary and even confusing. With so many moving parts, figuring out what to do and how to do it presents a unique challenge for time-starved small business owners. Don't worry, once you understand how it all works together you can stop wasting time and focus on the things that actually benefit your business. If you're just getting started with online marketing or not seeing the results you've hoped for...this session is for you. You'll learn the foundational elements that will help you get the word out about your business and you won't need a marketing degree to do it!

Grow Your Email List

Email marketing is only as effective as your least engaged subscriber. That's why having an interested and qualified list of contacts that you can stay top of mind with, is vital to your business. Continuing to grow that list is just as important. In our "Grow Your Email List" workshop, we will discuss various strategies to capture new contacts and to build relationships with your subscribers so you can see the real business results that you deserve.

New Year, New You - Get Online, Get Found, Get Business

In today's world, people can find a business in the blink of an eye. With so many competing—yet similar—products and services to choose from, your brand allows you to stand out from the crowd. With the right tools, you can bring your brand to life and set your business up to get online, get found, and get business.