



## Workshop Topics

### Email Marketing Topics

#### **Getting Started with Constant Contact**

New to Email Marketing? Want to learn how to use Constant Contact? We'll show you! Virginia Weiskopf will present this live, guided demonstration on the tools and features inside Constant Contact's email marketing system. In this time-efficient, highly practical session, you will learn the basics so you can get going with your own email marketing, including:

- Setting up your Constant Contact account
- Creating an email campaign and editing a template
- Branding your emails with your logo, colors and photos
- Creating content that people want to receive and read
- Importing your email list into your constant database
- Getting new subscribers by adding sign-up boxes to your website and emails
- Tracking and interpreting your results

It's a relaxed, friendly educational session — bring your questions!

Is this seminar right for you? This two-hour seminar is suitable for anyone new to Constant Contact, or who just wants a hand learning how to use our products. Some general knowledge of email marketing practices and concepts may be helpful.

#### **Email Marketing: Automating your Funnel**

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!



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### Email Marketing: Best Practices

Tips and Tricks for Successful email Marketing. What is the first impression you give when they see you in their email box? 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!

### Social Media Marketing Topics

#### Digital Marketing Trends in 2017

For small businesses and non-profits

Digital marketing is changing thanks to widespread ownership of smartphones, ever-increasing data and video streaming, combined with a cultural desire for digestible and personalized content. Do you know which trends will impact YOUR organization in 2017? How can you jump on some of these trends to get an edge on your competition? You're about to find out...

By the end of this session, you'll have a cutting edge on:

- Marketing Automation
- Content Marketing
- Video
- Mobile
- Big Data

Join us as we explore the top trends in digital marketing that we believe small businesses should be paying attention to in 2017. We'll explore each trends and provide some simple ideas for incorporating them into your overall marketing strategy.

#### Grow Your Business with Email & 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. And there are only so many hours in each day. The number of possibilities can feel over whelming.



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This session will help make sense of the noise. Today we're going to show you how to make the most of the combination of email and social media for your business. When the session is done you'll have a greater understanding of marketing basics like goals and objectives. You'll learn what a "campaign" is and what to write about and offer in that campaign. You'll be given some simple but powerful tips for how to get your messages opened and read, shared and socially visible. And you'll see that there are some great tools you can use to help engage with your existing customers and supporters as well as expand your reach to new prospects. Throughout the session you'll be given opportunities to capture your own ideas and build out the framework of your own "next great campaign." So 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.

### **Drive New Business with Social Media**

#### Guide to Successful Social Media Marketing

You know you should be on social media for your business or non-profit. You know it can help you drive more new and repeat business for your organization. But, do you know why? Do you know which social media platform will have the biggest bang for your buck? And when you start your profile, do you know what to say and how to grow your following? This session will answer all of those questions and more

Let us help you:

- Determine the platform that's right for you and your organization
- Announce your presence and build your network
- Create and share content that encourages action
- Understand social media advertising and learn your options
- Convert social media leads into potential customers by growing your email list

From understanding the different social media platforms, to choosing what to say and where to say it, this seminar will give you the keys to the most effective social media marketing for you. You don't have to be on every platform, and you don't have to make every post by yourself. Let us make social media easy - join us!

## Platform Specific Topics

### **Facebook for Business**

In this seminar you will learn how to engage your audience through "Likes", "Comments", and "Shares". This is for businesses that have a Facebook page, know how to post, and want to understand the marketing of Facebook.

In this part you will learn:

- 50, 30, 20 rules for posting
- How to put together a weekly/monthly plan
- How to upload an Audience list, and boost a post



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### **YouTube for Business**

If you're only using YouTube as a place to watch funny cat videos or find the latest underground band, you're missing out on its benefits as a powerful business tool to enhance your brand and strengthen your social outreach.

You will learn:

- What is a Brand Channel?
- Video Management
- Branding

### **Pinterest for Business**

Pinterest is a lifestyle brand that allows you to create a visual online pinboard organized around topics of your choice; the digital magazine of the millennials. This is for businesses that have a Pinterest Page, and have created pins.

You will learn:

- Creating boards with a strategy
- Content Creator and Curator
- Engage your Pinterest Community