

Marketing Expertise, Delivered

How Constant Contact Solution Providers Help Small Businesses

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- ✓ Accountant
 - ✓ Lawyer
 - ✓ Insurance Agent
 - ✓ Financial Specialist
 - Marketing Expert

As a small business owner, you wear a myriad of hats -- but no matter how hard you try, the reality is you don't have time to wear them all -- which is why many of you have an accountant, a bookkeeper, and a lawyer to take care of your taxes, your balance sheet, and your contracts. And what about your marketing? Do you have time to manage your email lists? Create fresh content for your email newsletter? How about managing your social media outreach and integrating your web presence across multiple platforms?

Well, that's where Constant Contact solution providers come in. Constant Contact has built a nationwide network of independent marketing professionals who are there to help you grow your business -- because sometimes it can be hard to find the time to get started.

Your local Constant Contact solution provider is there to give you a boost when you need it, or can be with you all the way, providing a fully managed engagement marketing program. From specialty businesses to non-profits, Constant Contact solution providers can support you in every aspect of your outreach, helping you implement general marketing and business strategies.

With the leaders in engagement marketing at their disposal, your Constant Contact solution provider is well equipped to provide you with an unprecedented level of service and expertise in everything from email marketing, to social media and event management, along with the ability to create local deals for your customers and get your business listed on websites that matter to your growth.



Constant Contact[®]
Solution Provider
Program

Helping develop long lasting relationships



Constant Contact solution providers are there to help you achieve this kind of ongoing success, helping you realize additional transactions from the same customer on a consistent, ongoing basis. **Solutions for Growth Founder David Fischer**, a Constant Contact solution provider since 2010, shows proof of the ongoing success effective email marketing newsletters can create when he helped Gail Patrick's Café in Chappaqua, NY boost sales by 10 percent over a one-year period.

"Newsletters are a great way to keep my clients top of mind and in touch with customers, without being intrusive," he says. "So that when people are ready to make a purchase, they think of my client first."

Perhaps the most important, yet most intangible factor in the success of any business is its ability to connect with customers beyond the transaction -- that's the relatively easy part. The hard part is finding that customer, and getting that customer to come back again. And again, and so on.

The bottom line?

A small business like Gail Patrick's Café -- and perhaps one like yours -- can realize greater success by adding something of value for the customer that goes beyond expectation, nurturing her existing relationships through email marketing.

We hear a similar story from Susan Corcoran of Indigo Oceans, a Toronto, Ontario based sales, marketing and productivity consulting firm and Constant Contact partner since 2010. Corcoran helps her clients nurture their relationships with their existing customers through email marketing, positively impacting the success of small businesses daily.

"Email marketing is great for my clients, because it's the best and fastest way to contact friendly customers," she explains. "They agreed to be on your list, they already know you, and are okay with staying in touch."

On the social media front, Trina Links-Gowe of TLB Marketing Essentials of British Columbia, Canada uses Social Campaigns from Constant Contact to launch successful Facebook campaigns.



Links-Gowe used Social Campaigns to increase the fan count of local grocer Whole Foods by a whopping 48 percent, resulting in increased sales because the Facebook campaign featured a coupon to redeem. "It took them four years to get 333 fans," Links-

Gowe says. "With our social campaign, we got more than 100 in two weeks.

"Constant Contact is integral to every one of my services, and Social Campaigns has made it a lot easier to manage multiple Facebook campaigns at once."



Constant Contact
Solution Provider
Program

Turning clients into rock stars

As a small business owner, it's one thing to know your niche, but things can get tricky when it comes time to consistently communicate the passion you have for your business to potential customers, and deliver it in a timely and appropriate manner.

And that's where Nicole Arnold of Little Cottage Services comes in. Arnold started out helping out with a friend's newsletter, but soon discovered her talent for developing effective email campaign content and strategy.



"I work hard to bring out the personality in each client's content"

"I work hard to bring out the personality in each client's content," Arnold explains, noting that injecting new enthusiasm into emails and blogs can result in immediate success. For example, one client she helped had an open rate of 14.9% in September. By November, Arnold had boosted those rates by 36.4%.

Rock star indeed -- an email marketing rock star to be precise.

But just as there's more than one musical genre, there's more to Constant Contact than just email marketing. Take for example the services offered by Brandon Klayman of Conscious Commerce, a Calgary, Alberta based company offering holistic business solutions. Klayman helps clients like Candis Loomans from Pure Balance with all of her marketing touchpoints, leveraging Social Campaigns from Constant Contact to reach out to the widest audience possible.

Thanks to Social Campaigns, Pure Balance has made significant strides. "The feedback I've received has helped me gain confidence as a small business owner," said Loomans.



Measurable, actionable results

Margins may be tight in your business, so it's good to know that your solution provider is delivering value -- not fluff -- showing you what marketing steps need to be taken, and when. Adding an independent Constant Contact solution provider to your business team will help you build deeper, longer term relationships with your customers through focused support and solutions that can reveal the customers who are really interested in what you do.

To that end, Corcoran often shows her small business clients how to monitor the analytics from each email to find qualified prospects. For example, "If one person opens an email a few different times, then that usually means they're interested. If that's the case, sales can call them and educate them a little further on the topic of the email," Corcoran says.



And when it comes to perception and results, the power of email marketing from Constant Contact solution providers really shines through for small business owners. As Corcoran notes, "Clients sometimes get impatient with service turnover," she says. "But you send out an email and they get results. Constant Contact can help make you look like an enterprise-level business."

Ongoing training and education

Without a doubt, the most exciting part of engaging a Constant Contact solution provider is seeing your first online marketing program get off the ground, and watching as the results start coming in.

But what happens next? It's great that you're up and running, but how do you interpret the data? How should you follow up on your first campaign? Do you know how to refine your mailing lists through segmentation? And, what about subject line optimization?



Happily, for each of the aforementioned pain points, there's a Constant Contact solution provider standing by. Take for example, Donna Saliter of In Touch Promotions, who has been enabled to deliver Constant Contact best practices to small businesses. Saliter regularly hosts her own live local seminars and webinars, and is always just a phone call away when her clients need her -- just like every one of our trusted solution providers.

With the right training in place, your solution provider is able to deliver timely, high quality engagement marketing solutions that impact your bottom line -- increasing email open and click-through rates, and ultimately resulting in more sales.

As a small business owner, every day brings new challenges, and with those challenges come opportunity. And when it comes to growing your business through engagement marketing, the opportunity to succeed lies with local, independent Constant Contact solution providers.

Your professional engagement marketing professional comes armed with easy-to-use, state-of-the-art tools designed to build meaningful relationships with your customers through email marketing, social media and event management to name just a few.

Our local marketing professionals come with our highest recommendation -- you can trust them to give you the best advice. Start working with a Constant Contact solution provider today to see how easy it can be to grow your business to its full potential, without adding yet another 'to-do' to your list of responsibilities.

