

# Seminar Content 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 is 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!

## **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.



## Small Business & Non-Profit Action Plan

The COVID-19 pandemic is changing the way we operate. There is much we still don't know about how this situation will play out. As this unprecedented crisis continues to evolve, many small business owners are wondering how to minimize losses, and what steps they can take to protect their businesses. If you're feeling overwhelmed and unsure of what actions to take during this time, we hope you'll join us as we'll hopefully give you some ideas and guidance.

## Harness the Power of Listings & Reviews

No matter what type of business or organization you have, listing and review sites play an important role in getting found online, generating awareness, and helping people determine whether or not they want to choose your business. It's not enough to just set up a few listing and review sites. It's important to know how to use these sites in a way that's going to generate business and make potential buyers want to learn more. That's why in this we will discuss how to get started, where to be, how to optimize your profiles, how to encourage people to leave reviews, and how to maintain your listing and review pages over time.

## Start Selling Online with Shoppable Landing Pages

Whether you're selling a physical product, a digital download, or services, it can seem daunting to take a leap to sell and collect payments online. But you can start selling online more easily than you think. In this presentation, we'll show you how you can use your Constant Contact tools to quickly create shoppable landing pages to sell goods and services, monitor the performance of your landing pages, and promote your landing page to get more sales.

## Create and Send Your First Email Campaign in 15 Minutes or Less

Not sure how to get started with your first email campaign? Don't worry, we'll take you step-by-step through how to create and send your first email campaign with Constant Contact. By the end of this session you'll know how to create an effective email campaign that looks great on any device and gets your subscribers to take action.



### Questions?

Contact our Certification team at [certification@constantcontact.com](mailto:certification@constantcontact.com)

