



# Marketing Expertise Delivered

How Constant Contact Solution Providers Help Small Businesses

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**CONSTANT CONTACT SOLUTION PROVIDER PROGRAM**

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## 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 contact lists? Create fresh content for your newsletter? How about managing your social media campaigns 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.





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*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...*

## 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.

"Newsletter campaigns 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."

### 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.

"Newsletter and Announcement campaigns are great for my clients, because they're 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 Constant Contact to launch successful Facebook campaigns.

Links-Gowe increased 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 Toolkit has made it a lot easier to manage multiple Facebook campaigns at once."



# 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 newsletter campaign content and strategy.

"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 Constant Contact to reach out to the widest audience possible.

Thanks to the different types of campaigns available in Constant Contact, Pure Balance has made significant strides. "The feedback I've received has helped me gain confidence as a small business owner," said Loomans.

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

