

## **Constant Contact Teams Up with the U.S. Small Business Administration to Celebrate National Small Business Week**

### **Constant Contact Will Offer Free 1:1 Coaching Sessions to Help Small Businesses Improve Their Online Marketing**

WALTHAM, Mass., April 28, 2017 /PRNewswire/ -- As an official sponsor of [National Small Business Week](#), [Constant Contact](#), an [Endurance International Group](#) company, is commencing a series of free educational events throughout the country to recognize the critical contributions of America's entrepreneurs and small business owners and help them enhance their online marketing efforts.

In celebration of National Small Business Week, Constant Contact will host live, in-person events in local communities nationwide led by its team of marketing experts and thought leaders from each region. The events will explore the benefits of online marketing to engage customers and drive business success, and provide entrepreneurs and small business owners with the knowledge and technical know-how to implement these strategies within their own business.

"Small business owners have a distinct drive that inspires them to get out of bed each morning, put in the long hours, roll up their sleeves and get the job done," said Jonathan Kateman, General Manager, Constant Contact. "We work with these folks year-round and are honored to partner with the U.S. Small Business Administration on this effort to not only to recognize the important role their businesses play in local communities, but help them continue to advance their businesses."

In addition to these free local events, beginning April 30, Constant Contact is inviting small business owners to share on social media using the hashtag #MySmallBizWhy, sharing why they started their small business. The campaign will run through June and culminate with an interactive digital art display, created by user generated content from small businesses and consumers who support shopping small. Simultaneously, Constant Contact brand ambassadors will hit the streets in major cities across the country to interact with small businesses and the local community, encouraging them to share their #MySmallBizWhy.

Constant Contact will host the following events beginning with National Small Business Week and continuing throughout the month of May:

#### **Free One-On-One Coaching Sessions**

Constant Contact will offer free in-person 1:1 coaching sessions for small businesses throughout the month of May, as part of educational seminars in several regions of the U.S. The coaching sessions will be offered by local marketing experts who will provide guidance on email marketing strategies and best practices. For more details on these coaching sessions, please visit our [Small Business Week events page](#).

#### **Webinar: Email Content in 15 Minutes or Less**

In addition to the in-person events, Constant Contact will co-sponsor a free educational webinar on May 4<sup>th</sup> entitled, "Write Your Email Content in 15 Minutes or Less." During the webinar, Bria Sullivan, Constant Contact's Content Developer, and Dave Charest, Senior Manager of Content and Social Media Marketing at Constant Contact, will explore the core components small businesses can use to streamline content and communicate their message, while ensuring marketing activities work effectively and generate results. The webinar is free of charge, but registration space is limited on a first-come, first-served basis. To sign up for the free webinar, register [here](#).

Constant Contact will also serve as an exhibitor at all four National Small Business Week events in Washington, D.C., Indianapolis, Dallas, and Fresno.

### **About National Small Business Week**

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners. As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories. Set in the first week in May, National Small Business Week includes events across the country and educational webinars on a variety of business topics.

### **About Constant Contact**

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business. For more information, visit:

<http://www.constantcontact.com>.

### **About Endurance International Group**

Endurance International Group (em) Powers millions of small businesses worldwide with products and technology to vitalize their online web presence, email marketing, mobile business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, iPage, Domain.com, BigRock, SiteBuilder and SinglePlatform, among others. Headquartered in Burlington, Massachusetts, Endurance employs more than 4,000 people across the United States, Brazil, India and the Netherlands. For more information, visit: [www.endurance.com](http://www.endurance.com).

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