Constant Contact Expands Local Marketing Education Program

WALTHAM, Mass.--(BUSINESS WIRE)--As part of its continued commitment to educating small businesses and nonprofits everywhere, Constant Contact®, Inc.(NASDAQ: CTCT) today announced it has expanded its local education program into a new territory: the Great Lakes Region, covering Michigan, Ohio, and Kentucky. Small organizations in this area will now have access to seminars and training workshops on best practices in online marketing, held at locations within their communities. In addition, the company has named new Regional Development Directors to lead its educational efforts in Georgia, Alabama, Tennessee, New England, and Southern California.

“In 2013 alone, roughly 180,000 attendees participated in classes and workshops hosted by Constant Contact’s team of local educators across North America. It’s clear that small businesses and nonprofits are hungry for this type of marketing education, and we intend on being there to support them in their local communities,” said Richard Israel, senior director of North American local market development at Constant Contact. “The continued growth and expansion of our local education team underscores that commitment and will give even more small organizations access to business-building education.”

In line with this program expansion, the company has named Erin Bemis as the regional development director for the new Great Lakes Region. Based in Charlevoix, Michigan, Bemis will oversee the regional team of in-the-field educators. With nearly 20 years working with nonprofits in a variety of roles she brings a wealth of experience to her position. Most recently, Bemis was the president and CEO of the Charlevoix Area Chamber of Commerce. While there, she earned the U.S. Chamber of Commerce’s Institute for Organization Management graduate recognition and Michigan Chamber Professional designations and led the Chamber to consecutive titles of Michigan Chamber of the Year. Bemis’s experiences have given her a strong knowledge of the challenges that small businesses face coupled with the skills to make marketing easy and effective, a combination that allows her to be a crucial resource to small businesses and organizations throughout her region.

Constant Contact has also named new regional development directors to lead educational efforts in additional existing territories. Demming Bass is now the regional development director for Georgia, Alabama, and Tennessee. Bass is a recognized strategic marketing communications expert and award-winning former chamber executive. Under his leadership, the Gwinnett Chamber and the Cobb Chamber of Georgia were recognized and ranked among the top three best metro chambers in the nation by the American Chamber of Commerce Executives. Bass’s 17-plus years of branding and marketing communications experience will help him coach small businesses and nonprofits on how to create powerful relationships with their customers, members, constituents, and partners.

Moving from one coast to another, Corissa St. Laurent, formerly regional development director for the New England region, is now heading up the Southern California area as regional development director. St. Laurent brings to her new territory a proven track record of providing small businesses with valuable education. Since 2009, she and her teams have educated over 40,000 people on behalf of Constant Contact. Having founded and operated two small businesses herself, she understands the dedication, effort, and marketing know-how it takes to make a small business work. She has served on several nonprofit boards, volunteering her time to assist with marketing and development.

Taking on Corissa’s prior role, Heather Jackson is now the regional development director of New England. Jackson brings with her more than 20 years of experience in sales and marketing, with a specialty in online and social media marketing. She has owned two small businesses of her own and has been a lifetime volunteer for various nonprofits. Previously, Jackson worked in partnership with Constant Contact as an Authorized Local Expert, providing in-the-field education as a member of the regional team she now heads up. Her passion for helping small businesses succeed and expertise in online marketing make her a fantastic asset to New England’s small business community.

To learn more about Constant Contact’s education program or to find a local seminar, please visit: http://www.constantcontact.com/local.

About Constant Contact®, Inc.

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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