

# Constant Contact to Help Houston Small Businesses Grow with Social Media

## 8/15 and 8/21 Educational Events to Teach Local Businesses Strategies for Achieving Success through Social Media Marketing

HOUSTON--([BUSINESS WIRE](#))--Houston's small businesses are about to get a lot more social. This August, [Constant Contact®](#), Inc. (NASDAQ: CTCT) will host two special educational programs focused on teaching small businesses how to grow their business through social media marketing.

"The world of social media is constantly evolving, and for small business owners, keeping up with these changes in their busy world is a daunting task," said Amy Olivieri, regional development director for the Houston area at Constant Contact. "This could explain why, in a recent [study](#), 54 percent of small businesses cited social media marketing as the marketing activity they need the most help with. We're looking to help small businesses understand the true power that social media can have in their business success, by teaching them how to use social media effectively and efficiently, so they still have plenty of time to focus on the other important aspects of running their business."

The first event, a special presentation of [Grow Your Business with Email and Social Media Marketing](#), will be hosted on August 15. The workshop will cover the email and social media strategies and best practices that will help small businesses get the most out of their time, develop relationships, and grow their businesses. The proceeds of this event will benefit the [Houston Center for Literacy](#), a nonprofit urban *literacy* coalition that coordinates adult and family literacy services in the Greater Houston area.

On August 21, Constant Contact will host the [2<sup>nd</sup> Annual BIG Social Media Symposium 2013](#). During this day-long event, Houston's top experts in online marketing will come together to offer a deep-dive into the world of social media, and the latest social media business-building tools and strategies. Sessions will cover how to grow a business with email and social media; how to utilize Facebook for business; how to get noticed on LinkedIn; popular social media and mobile apps for small business growth; tips for effective email design; and how to master video marketing to enhance your brand.

"Whether a small business owner has two hours to learn the basics, or can take an entire day to take a deep-dive into the world of social media, anyone who joins us for one of these events will learn what they really need to know," said Olivieri. "Our hope is that small businesses from across the Houston-metro area will take advantage of these educational opportunities. With a little bit of time invested, social media can help our local community thrive in all new ways."

### Grow Your Business with Email and Social Media Marketing Details:

- **Date:** August 15, 2013
- **Time:** 9:00 - 11:30 am CT
- **Location:** Leisure Learning Unlimited, 2990 Richmond Ave., 6<sup>th</sup> Floor, Houston, TX 77098
- **Presenter:** Shelley Roth, President of Springboard Social Media, and Constant Contact Authorized Local Expert
- All proceeds from the \$10 registration fee will benefit the [Houston Center for Literacy](#).

For more information on this workshop or to register, please visit: <http://conta.cc/14giElv>.

### BIG Social Media Symposium Details:

- **Date:** August 21, 2013
- **Time:** 7:45 am - 4:00 pm CT
- **Location:** Bayou City Event Center, 9401 Knight Rd, Houston, TX 77045
- **Presenters:** Amy Olivieri, Regional Development Director - Houston, Constant Contact; Shelley Roth, President, Springboard Social Media; Carlos Fortin, President, Fortin Consulting; Mariann Levin, President,

Omega Enterprises; Lynne Singerman, President, Printwell Partners

For more information on this seminar or to register, please visit: <http://conta.cc/15oSY7v>.

## **About Constant Contact, Inc.**

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today’s socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company’s online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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