

# Constant Contact and Facebook® Social Media Marketing Experts to Present Free Webinar: Four Steps to Grow Your Nonprofit with Facebook Marketing

**Teaches nonprofits how to add passionate voices to their cause, get volunteers to engage, and raise funds to support their mission**

WALTHAM, Mass.--([BUSINESS WIRE](#))--Social media marketing experts from [Constant Contact®, Inc.](#) (NASDAQ: CTCT) and Facebook® will present a free webinar, “Four Steps to Grow Your Nonprofit with Facebook Marketing,” on Thursday, September 13, 2012 at 1 PM EDT. Presented by Mark Schmulen, general manager of social media at Constant Contact, and Ryan McGarry, national client partner at Facebook, the interactive webinar will provide nonprofits with steps they can take to build a fan base, engage an audience, and create large-scale word of mouth on Facebook. Register at: <http://www.constantcontact.com/facebook-nonprofits>.

The one-hour session, which is the second in the series, features:

- Four key steps to success on Facebook:
  - Connect to fans to stay top of mind
  - Engage fans with quality content to build deeper relationships
  - Influence the friends of fans to expand marketing reach
  - Integrate Facebook into daily operations and marketing activities
- Specific steps nonprofits can take immediately to kick their social media marketing into high gear and achieve their goals
- Real-world examples of how other nonprofits have used social media marketing to improve awareness and increase donations.

“Most nonprofits face two common issues: reactivating their existing members and finding new donors and volunteers. The great news is that Facebook offers nonprofits an easy and affordable way to stay top of mind with existing members and to inspire them to share the organization’s message with friends and family,” said Schmulen. “Our goal is to educate the nonprofit community on how they can grow their organization and build a community of advocates through social media.”

Every attendee of the live webinar will receive an invitation to run a free Social Campaign with Constant Contact. For full details on this giveaway, please go to <http://www.constantcontact.com/facebook-nonprofits>.

Following the webinar, Constant Contact will host a live Facebook Chat. To participate, go to [www.facebook.com/constantcontact](http://www.facebook.com/constantcontact).

## **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.

*Constant Contact and the Constant Contact Logo are registered trademarks of Constant Contact, Inc. All Constant Contact product names and other brand names mentioned herein are trademarks or registered trademarks of Constant Contact, Inc. All other company and product names may be trademarks or service marks of their respective owners.*

## Contact:

Constant Contact

Media Contact:

Erika Dornaus, 781-482-7039

[pr@constantcontact.com](mailto:pr@constantcontact.com)

or

Investor Contact:

Jeremiah Sisitsky, 339-222-5740

[ir@constantcontact.com](mailto:ir@constantcontact.com)

---

<https://news.constantcontact.com/2012-09-12-Constant-Contact-and-Facebook-R-Social-Media-Marketing-Experts-to-Present-Free-Webinar-Four-Steps-to-Grow-Your-Nonprofit-with-Facebook-Marketing>