Constant Contact to Help SMEs Use Social Media for Business Growth at Social Media Week London

~ Constant Contact to deliver sessions on social media marketing and hold one-on-one surgeries for SMEs ~

LONDON--(BUSINESS WIRE)--SMEs attending Social Media Week London (SMWLDN), September 24 - 28, can take advantage of sessions hosted by trusted marketing advisor Constant Contact®, Inc. (NASDAQ: CTCT) on how to use social media marketing to boost business growth.

Constant Contact will host two Social Media Week events at Google Campus, designed to give insight and support to small businesses on how to use online marketing tactics.

“Recent research shows that, despite often being time- and resource-starved, more and more SMEs are using social media to promote their business,” said Tamsin Fox-Davies, UK development director at Constant Contact. “That said, in our work with more than 10,000 UK SMEs, we’ve consistently heard that they need help with figuring out what will really bring business to their door. With that in mind, we’re looking forward to giving SMEs more guidance on simple tactics to use social to get measurable results on a limited budget – boosting growth in spite of the recession.”

The first session, ‘How Small Businesses Win in a Socially Connected World,’ will take place on September 25, 11.30 – 13.30. The session will use real-life examples to demonstrate how SMEs can use social media to engage fans and create positive word-of-mouth recommendations, a concept known as Engagement Marketing.

The second session, ‘Multi-Channel Social Media: Small Biz Friend or Foe?,’ will take place on September 27, 11.30 – 13.30. This event will feature a panel discussion with social media and small business experts, addressing how SMEs can make the most out of multi-channel social media.

Constant Contact’s social media experts will also host surgeries immediately following each session where SMEs can get private evaluations of their marketing campaigns.

“We believe strongly that with the right guidance, businesses of all sizes can reap the rewards of social media marketing. We hope SMEs leave our Social Media Week events feeling inspired and confident about building a passionate online fan-base and making it work harder for their businesses,” Fox-Davies commented.

Constant Contact trains more than 100,000 SMEs every year through free educational seminars to give them the help and tools they need to succeed.

Founded in 1998, Constant Contact is headquartered near Boston, Massachusetts in the USA and has an office in London. For more details, please visit http://www.constantcontact.co.uk. Follow Constant Contact on Facebook or on Twitter.

NOTES TO EDITORS

About Constant Contact

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organisations 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 organisations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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