

Constant Contact to Help SMEs Use Social Media for Business Growth

~ Engagement marketing expert to deliver free seminars on social media marketing for SMEs as part of global event ~

LONDON--([BUSINESS WIRE](#))--UK small and medium enterprises (SMEs) will have access to a series of free events that could transform their online campaigns from engagement marketing expert [Constant Contact® Inc.](#) (NASDAQ: CTCT) this November.

The company is hosting a number of [free seminars](#) during [Global Entrepreneurship Week](#) (12-18 November) offering SMEs the knowledge to boost their business through online marketing.

Tamsin Fox-Davies, UK development director at Constant Contact, will lead the seminars, delivering practical advice for SMEs looking to make the most of social media and email marketing.

“We want to share all the tricks small businesses need to know to get great results from their online and social media marketing, particularly in the run up to Christmas as customers start to get ready for the [holiday season](#),” Fox-Davies explained.

“Each seminar will give SMEs simple tactics they can use to get measurable results on a limited budget and with limited spare time, create content worth sharing and drive business to their door.”

The free sessions entitled *Ready, Set, Grow: the secrets about email and Facebook marketing you wish you knew*, will run twice during the week. Attendees will be able to learn how these two communication channels complement each other, how to use email effectively to drive traffic and how to use compelling content to grow their Facebook community. Constant Contact will also run a webinar on this topic for people who can't make it to an event in person.

As well as hosting seminars during Global Entrepreneurship Week, Fox-Davies will also be speaking at the [Social Media Strategies Summit](#) in London on Wednesday 7 November at 2.45pm.

This session, entitled [Email and Social Media: The New Rules of Engagement](#), will draw on real-world case studies to illustrate how successful businesses use email and social media to promote themselves. It will also demonstrate how these channels can be used to fuel sales, drive positive word-of-mouth recommendations and give attendees advice on how they can do the same.

“We believe strongly that with the right guidance, businesses of all sizes can master and profit from social media campaigns. With Christmas just round the corner, it's vital that businesses have a plan in place so that they can create initiatives and launch content that will make it their most successful holiday season yet,” added Fox-Davies.

“That's why we've made sure that all our seminars are practical, informative and relevant. We want everyone to leave encouraged and confident about building an online fan-base that will benefit their business.”

To learn more or register for one of Constant Contact's events during Global Entrepreneurship Week, go to <http://www.constantcontact.com/local/unitedkingdom/index.jsp>.

For tickets to attend the Social Media Strategies Summit go to <http://www.socialmediastrategiessummit.com/london-2012.html>.

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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Contact:

LEWIS PR
Laura Spence, +44 (0) 20 7802 2626
cc@lewispr.com

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