

Constant Contact Celebrates Small Business Month by Ramping Up Local Education Across Canada

CASL Compliance to Serve as Focal Point of Month-Long Event Series to Help Small Businesses “Do More Business”

TORONTO & VANCOUVER, British Columbia--([BUSINESS WIRE](#))--In celebration of Small Business Month, [Constant Contact®, Inc.](#) (NASDAQ: CTCT) is ramping up its educational efforts across Canada this October to help small businesses do more business via a successful online marketing program. Live, in-person events taking place in local communities nationwide will be led by Constant Contact’s team of marketing experts and other thought leaders from each participating region, and teach small businesses how they can leverage online marketing to engage with customers and drive business success.

This year, Small Business Month falls at a critical time for the country’s small businesses, as they continue to adapt to a world post-implementation of Canada’s Anti-Spam Legislation (CASL). In a [survey released this summer](#), Constant Contact found that less than half of Canadian small businesses (42 percent) felt they understood how to be CASL compliant. Only 29 percent of Canadian small businesses surveyed had begun preparations for CASL before the July 1 enforcement date, and one-third of respondents expressed concern about finding the time and resources to ensure CASL compliance. Constant Contact’s Small Business Month events will help attendees better understand the impact of the legislation and how they can leverage permission-based marketing to their benefit.

“While CASL has been in effect for three months now, many small businesses are still working to understand what the legislation means for them, what they need to do to comply, and how they can still be successful marketers,” said Lisa Kember, regional development director for Canada East, Constant Contact. “Our team is focused on helping them understand that permission-based marketing is ultimately what will drive the best results for their marketing and their business.”

In addition to the in-person events, Constant Contact will host a special free educational webinar on October 29th entitled, “Get CASL Compliant with Constant Contact.” During the webinar, Kember and Guy Steeves, Constant Contact’s regional development director for Canada West, will review the core components of the CASL legislation and provide information on what small businesses should be doing today to comply, while ensuring marketing activities work effectively and generate results.

“Education is the first step to being a successful marketer and having the right tools in place can make achieving that success easier,” said Steeves. “In addition to our local events and webinars, Constant Contact has also developed a free CASL resource center to help small businesses better understand the impact of the law, and offers tools and templates to help them manage compliance and market successfully.”

Small Business Resources:

- **Small Business Month Local Events Details and Registration:** constantcontact.com/sbm
- **CASL Webinar Details and Registration:** <https://attendee.gotowebinar.com/register/253453184753051138>
- **Constant Contact’s CASL Resource Center:** constantcontact.com/casl

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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<https://news.constantcontact.com/press-release-constant-contact-celebrates-small-business-month-ramping-local-education-across-canada>