

Constant Contact Joins Forces with Staples to Offer Free In-Store Small Business Marketing Workshops Across United States

Event series to kick off on 9/25 with 35 email marketing workshops around the country

WALTHAM, Mass.--([BUSINESS WIRE](#))--[Constant Contact®](#), Inc. (NASDAQ: CTCT) is joining forces with [Staples](#) to educate small businesses and nonprofits across the country with free in-store workshops focused on how to achieve success with online marketing. The first of these events will take place on Wednesday, September 25, when Constant Contact and Staples will present, "The Power of Email Marketing" at 35 Staples stores in California, Colorado, Florida, Illinois, North Carolina, Ohio, Texas and Washington.

Led by Constant Contact's team of [local small business marketing experts](#), this information-packed seminar will demonstrate how [email marketing](#) – the hands-on, low-cost marketing tool – can help drive business success. This practical seminar will provide a concise, but comprehensive overview of how easy it is to create and send professional-looking email newsletters and promotions. Topics covered will include how regularly communicating with customers can help a small business stay connected; how to get audiences to open, read, and act to emails; and how to generate increased referrals, repeat sales, and unwavering customer loyalty. Participants will have plenty of time to ask questions, share experiences, and network with peers, and will leave with real-world insights and knowledge that they can put to work in their own businesses.

"Online marketing tools like email and social media enable small businesses and nonprofits to be successful marketers, helping them easily and efficiently engage with their customers and supporters," said Richard Israel, senior director of local success at Constant Contact. "But the tools are just one piece of the puzzle—small businesses and nonprofits also need the 'know-how' to understand how to use those tools most effectively. Constant Contact is committed to teaching them the strategies and best practices that will make them successful. Staples shares in that commitment, making them a natural partner for our educational efforts across the nation."

This event is the first in a series of workshops that will be offered in select Staples stores across the country with Constant Contact educators. For more information or to register for the one of the Staples events, visit: <http://www.constantcontact.com/staples-seminars/index.jsp>.

About Staples

[Staples](#) is the world's largest office products company and second largest internet retailer. For 27 years, Staples has served the needs of business customers and its vision is to provide every product businesses need to succeed. Through its world-class retail, online and delivery capabilities, Staples offers office supplies, technology products and services, facilities and breakroom supplies, furniture, copy and print services and a wide range of other product categories. With thousands of associates worldwide dedicated to making it easy for businesses of all sizes, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. The company is headquartered outside Boston. More information about Staples (Nasdaq: SPLS) is available at www.staples.com/media.

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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