

Constant Contact Partners with TechMeetups

Partnership to Aid London-based Startups in Finding Success with Online Marketing

LONDON--([BUSINESS WIRE](#))--[Constant Contact®](#), Inc. (NASDAQ: CTCT), the trusted marketing advisor to SMEs, has partnered with TechMeetups.com as the official email sponsor to [TechMeetups](#)' London Silicon Roundabout community. This hub is an organisation for people who have London-based technology startups and is one of TechMeetups' multiple global communities.

Through this partnership, Constant Contact will support local London startups in their online marketing efforts, specifically email marketing and social media marketing. The company will participate in a variety of TechMeetups events, including a masterclass in which Constant Contact's Tamsin Fox-Davies, small business marketing mentor, will deliver an educational seminar on email marketing and social media marketing best practices. TechMeetups will also syndicate Constant Contact's blog content to give its members an additional resource to help them build their businesses.

"Constant Contact is passionate about helping small businesses and startups succeed, and with London's thriving tech startup community, we couldn't be seated in a more perfect place to do just that," said Annette lafrate, Constant Contact's UK managing director. "This partnership with TechMeetups offered us a great opportunity to put two like-minded organizations together to have an even bigger impact on startups. We're thrilled to be working with TechMeetups and look forward to working together to drive success for small businesses."

The need for online marketing education across UK small and mid-sized enterprises (SMEs) is evident. [A study](#) from Constant Contact revealed that although 40 per cent of UK SMEs are using social media to market their business, there is still a strong disconnect between British small businesses' perception of social media marketing success and the reality. SMEs have also not realized the full potential of combining their email marketing and social media marketing efforts. Of those SMEs of those whose businesses use Facebook, half (49 per cent) said they do not integrate Facebook activities with email marketing.

TechMeetups started by launching the [London Silicon Roundabout](#) tech community in December 2010 and since then it has become one of the fastest growing tech communities in London with over 3400 members. The group was started to bring together startups, entrepreneurs, investors, techies, and webbies in and around London's Silicon Roundabout and Tech City area. TechMeetups organises meetups, masterclasses, hackathons, mentoring workshops, job fairs, parties, and socials to get the community together and help it collaborate.

"Email marketing is an important tool every startup and growing company needs. From keeping in touch with its customers to updating prospects of new offerings, it's a 'Top 10' must have for businesses of all sizes. The process, however, can be daunting—handling everything from managing email lists, unsubscribing members, analysing effectiveness of campaigns, to preparing mailers." said Shawn Ghosh, founder of TechMeetups. "Constant Contact does all of this very easily and is the leader in this field. TechMeetups is very proud of being selected as its partner in London to help startups and early stage companies better utilise such tools to accelerate their growth to the next level."

"This partnership is a crucial step towards London-based startups and SMEs achieving success with their online marketing efforts," concludes lafrate. "We look forward to witnessing the positive impact this education will have on the growth and development of these businesses."

NOTES TO EDITORS

About TechMeetups.com

[TechMeetups](#) has been setup to create a global network of Tech communities from San Francisco to Sydney. We believe that Tech communities are isolated and great things can be achieved if we connect within our cities and outside our borders. Our goal is to create a global Tech cluster of over 50 inter-connected Tech communities by 2013.

About Constant Contact

Founded in 1998, Constant Contact is headquartered near Boston, Massachusetts in the USA and has an office in London. [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, not-for-profits 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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