SinglePlatform's Wiley Cerilli to Speak at Street Fight Summit

Hyperlocal executives to discuss local commerce tools, best practices, and strategies for small businesses

WALTHAM, Mass.--(BUSINESS WIRE)--Wiley Cerilli, vice president and general manager of SinglePlatform from Constant Contact®, Inc. (NASDAQ:CTCT), will speak about local commerce solutions on a panel at the Street Fight Summit on January 15. "What Do SMBs Want from a Local Commerce Solution?" will highlight how local commerce tools have evolved to offer more solutions that drive lifetime customers for small businesses.

The Street Fight Summit will spotlight some of the most exciting innovations and top minds in hyperlocal content, commerce, marketing, and technology. The panel of executives from companies like LeadsCon Media Group, Belly, and Signpost will discuss best practices and strategies on how to develop customer relationships using local commerce tools. Some of the local commerce tools that will be discussed include loyalty programs, POS services, full digital marketing programs, and much more. The group will also highlight which tools will support the best revenue opportunities and lasting business models.

"The theme of this year's Street Fight Summit is the next generation in hyperlocal and that topic is all too appropriate given the dramatic shift we are seeing in how small businesses engage with their customers," said Cerilli. "The world is becoming more and more hyperlocal every day and it's critical that small businesses have the tools to take advantage of this trend. I'm excited to discuss the local marketing landscape and the value of local commerce tools for SMBs with an extremely knowledgeable panel of executives at the Street Fight Summit."

SinglePlatform gives small businesses a single place to update their critical business information and delivers that information across its publishing partner network, as well as the business's social media profiles, website, and mobile site. It makes a business listing more than an address and phone number by adding the rich content that consumers want when they are searching for information – such as menus, products, pricing, and services. SinglePlatform has relationships with more than 100 publishers, including the top three business directory sites, the top three ratings and reviews sites, and dozens of other sites and apps that reach more than 200 million consumers per month.

For more information on the Street Fight Summit, including how to register for the event, please visit: http://streetfightmag.com/street-fight-summit-2012/

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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