

# THE POWER OF EMAIL MARKETING

*Leveraging Social Media*

Presented by Toni Harris  
Authorized Local Expert

# Marketing Today = Building Relationships



# Keep Customers Coming Back

- The value of a customer
  - You've already paid for them
    - It's 6-7 times more expensive to gain a customer than to retain a customer <sup>1</sup>
  - They spend more
    - Repeat customers spend 67 percent more <sup>2</sup>
  - They are your referral engine
    - After 10 purchases, a customer has already referred up to 7 people <sup>2</sup>

## Sources:

1. Flowtown, 2010
2. Bain and Company



# Why Email?



- Because almost everyone your business needs to reach reads it:
  - 94% of Internet users between the ages of 18 and 64 send or read email
    - An even higher number of users ages 65 or older do the same
  - 61% Use a social networking site
  - 147 million people across the country use email, most use it every day

Sources: Pew Internet and  
American Life Project 2010

# Why Email?



- It's cost-effective: Direct mail vs. email
  - For the same response, direct mail costs 20 TIMES as much as email <sup>1</sup>
  - Email ROI is the highest when compared to other internet marketing mediums <sup>2</sup>

1 Forrester Research, Inc.

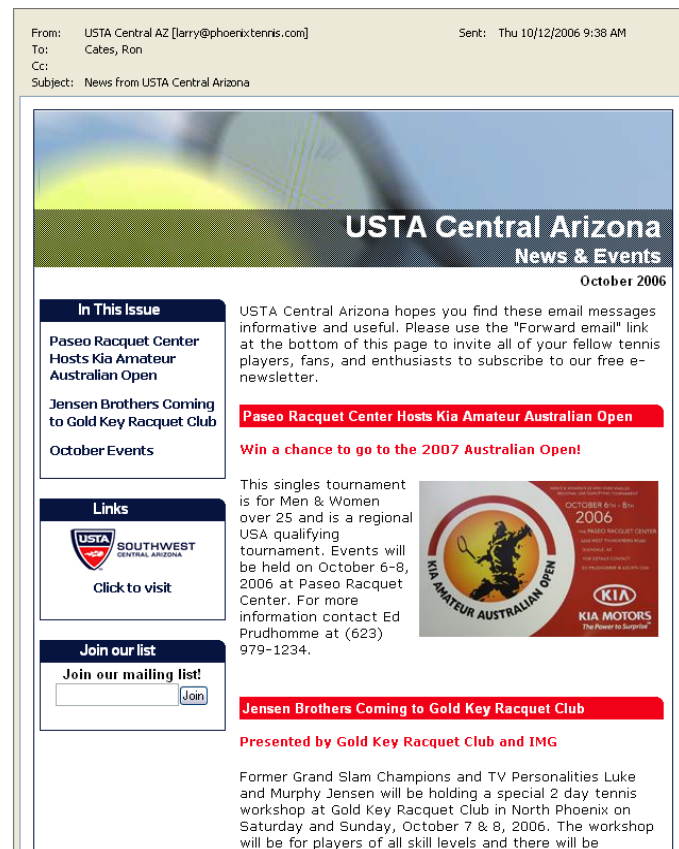
2 Direct Marketing Association

# Using an Email Service Provider



## ■ Email Service Providers automate best practices

- Provide easy-to-use templates
- Reinforce brand identity
- Email addressed to recipient only
- Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribers
- Improves email delivery, tracks results and obeys the law (CAN-SPAM ACT)

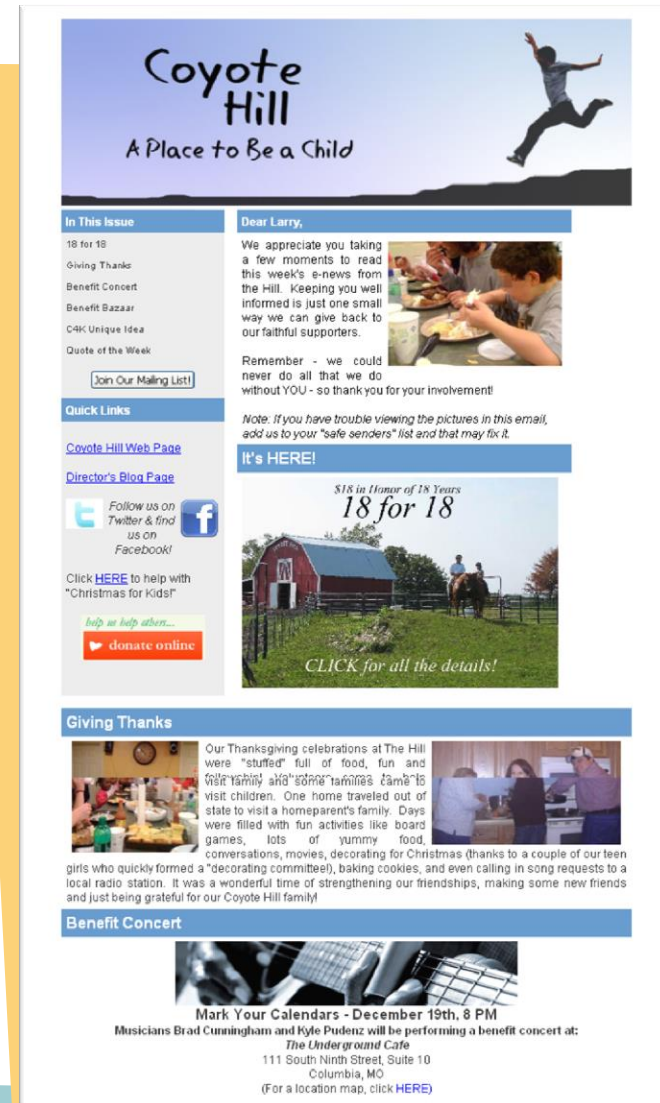




# Regular Email vs. Email Service Provider

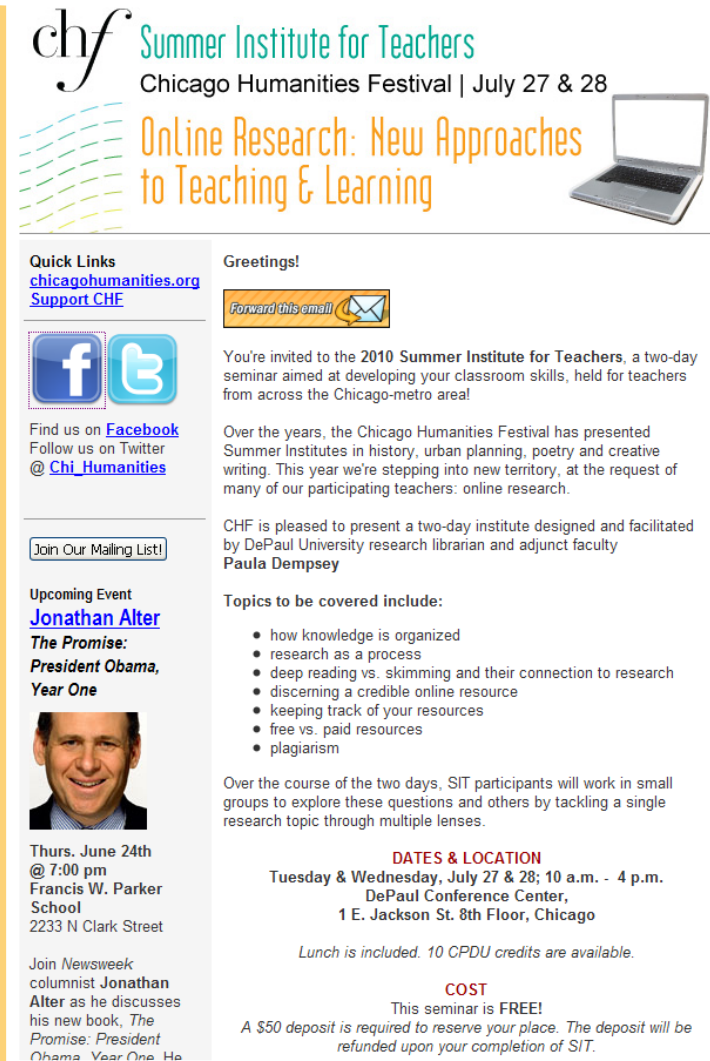


- Email marketing services automate best practices
  - Provide easy-to-use templates
  - Reinforce brand identity
  - Email addressed to recipient only
  - Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribers
  - Improve email delivery, track results and obey the law



# Email Marketing Is...

- Delivering **professional** email communications
- To an **interested** audience
- Containing information they find **valuable**



**chf** Summer Institute for Teachers  
Chicago Humanities Festival | July 27 & 28

Online Research: New Approaches to Teaching & Learning

Quick Links  
[chicagohumanities.org](http://chicagohumanities.org)  
Support CHF

Find us on [Facebook](#)  
Follow us on Twitter  
@ [Chi\\_Humanities](#)

Join Our Mailing List!

Upcoming Event  
[Jonathan Alter](#)  
**The Promise:**  
**President Obama,**  
**Year One**

Thurs. June 24th  
@ 7:00 pm  
Francis W. Parker  
School  
2233 N Clark Street

Join *Newsweek*  
columnist **Jonathan**  
**Alter** as he discusses  
his new book, *The*  
*Promise: President*  
*Obama Year One*. He

Greetings!

Forward this email

You're invited to the **2010 Summer Institute for Teachers**, a two-day seminar aimed at developing your classroom skills, held for teachers from across the Chicago-metro area!

Over the years, the Chicago Humanities Festival has presented Summer Institutes in history, urban planning, poetry and creative writing. This year we're stepping into new territory, at the request of many of our participating teachers: online research.

CHF is pleased to present a two-day institute designed and facilitated by DePaul University research librarian and adjunct faculty **Paula Dempsey**

Topics to be covered include:

- how knowledge is organized
- research as a process
- deep reading vs. skimming and their connection to research
- discerning a credible online resource
- keeping track of your resources
- free vs. paid resources
- plagiarism

Over the course of the two days, SIT participants will work in small groups to explore these questions and others by tackling a single research topic through multiple lenses.

**DATES & LOCATION**  
Tuesday & Wednesday, July 27 & 28; 10 a.m. - 4 p.m.  
DePaul Conference Center,  
1 E. Jackson St. 8th Floor, Chicago

Lunch is included. 10 CPDU credits are available.

**COST**  
This seminar is **FREE!**  
A \$50 deposit is required to reserve your place. The deposit will be refunded upon your completion of SIT.



# Customer Spotlight: Xtreme Transformations

**List Size:** 2136

**Open Rate:** 30.1%

**Location:** Suwanee, GA

**Customer Since:** May 2005

**Website:** [www.XtremeTransformationsPT.com](http://www.XtremeTransformationsPT.com)

- Announce training dates and special offers.
- Track sources from sign-ups and review reports to determine what advertisements to repeat
- Use results from 3 minute customer satisfaction surveys for quality control to determine bonuses and raises for trainers
- Website statistics spike from 20 to 75 visitors when email campaigns are sent
- In 3 years, grown from in-home personal training with 2 trainers to 2 studios, franchise locations, 7 trainers and 2 companies, XtremeTransformations & Xtreme Bootcamp

*"Constant Contact Email Marketing and Survey products are the best bang for the buck...by far."*

*Pete Peidra, CPT, AFTA,  
Certified Personal Trainer*



**Xtreme BOOT CAMP**  
BY XTREME TRANSFORMATIONS

**Xtreme Boot Camp**  
Now 6 Metro Atlanta Locations all 100% Trade

**Locations & Dates**

- Alpharetta**  
Wells Park  
6AM & 7PM
- Buford**  
Puckett Mill Rd.  
6AM & 7PM
- Duluth**  
Pleasant Hill & Chubb Dr.  
6AM & 8:30PM
- Lawrenceville**  
Ronald Reagan Park  
6AM & 7PM
- Sandy Springs**  
TBA  
6AM & 7PM
- Suwanee**  
Town Center Park  
6AM & 7PM

For more info visit

**Award Winning Program**

- Best of Gwinnett 2007
- Best of City Search 2007
- Best of Accent Gwinnett 2007

**Dear Pam,**

Xtreme Boot Camp now has 6 locations in Metro Atlanta  
All available at 100% trade.

4 weeks / 4 Days a week  
45 Minutes a day  
\$279

Space is limited call now to reserve your space!  
770.495.5008

**The Xtreme Team**

We invite you to  
Experience the most  
effective, most intense  
and fastest weight loss  
program around. Call  
now, all you have to lose  
is weight!

770.495.5008

**Photo:** Tanya G. Suwanee, GA  
Lost 83 Lbs (from size 16 to Size 6) with Xtreme Boot Camp in just 6 Months

# Customer Spotlight: Atir Natural Nail Care Clinic



**List Size:** 1,147  
**Open Rate:** 34%  
**Location:** Richmond, VA  
**Customer Since:** November 2006

- Gathering place to relax & have fun
- Host parties & events
- 2 hour ramp up; first order 35mins after first send
- Free service for first time customers
- Compelling offers and discounts
- Announces new services

*“There is an ebb and flow of clients in the salon business and Constant Contact is the perfect tool to help retain customers.”*

Kathleen Lin,  
Owner



**Atir Triangle Park**      **May 2007**

**Beech Pedicure Sandals**

in NEW Colors & Styles!



Beech Sandals have gone Nautical in Red and Blue solid and stripes! Also available are sporty Black sandals with a massage sole. **\$26.95**

And they're good for you, too!

Check out all the health benefits at: [Beech Sandals video](#)

**Aromatherapy Neck Pillows on Sale!**



Give the gift of relaxation! Heat in the microwave or cool in the freezer.

**Dear Kathleen,**

*Happy Spring!*

Beech Pedicure Sandals are here in fun, new colors and styles, and those relaxing Aromatherapy Neck Pillows you enjoy at the salon are now on sale.

There are new Service Specials, and Essie's Summer Collection is here!

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**New, faster Manicures and additional Service Specials!**



Our new manicure procedures will allow you to get in and out quicker! We are not drying between every coat, which our corporate stores have found to speed the process without compromising the quality. Rest assured that our primary focus will continue to be giving our clients a thorough, perfect, and long-lasting manicure. So, let us get you on your way in less time, or feel free to dry longer at the end of your manicure.

**Frequent Client Punch Cards:**

4 Manicures ~~\$80~~ save \$8  
4 Moisture Maintenance Manis (no polish) ~~\$68~~ save \$8  
4 French Manicures ~~\$92~~ save \$8

---

**Pedicure & Combo Specials**



add a pedicure to a manicure for just \$40 save \$5 (red)

**FREE MANICURE**

First time clients only  
For guests 21 and older who live in the Richmond area.  
1 coupon per group, other restrictions may apply.

Call **804-282-8100** to make your appointment; mention **Coupon Code CC**.

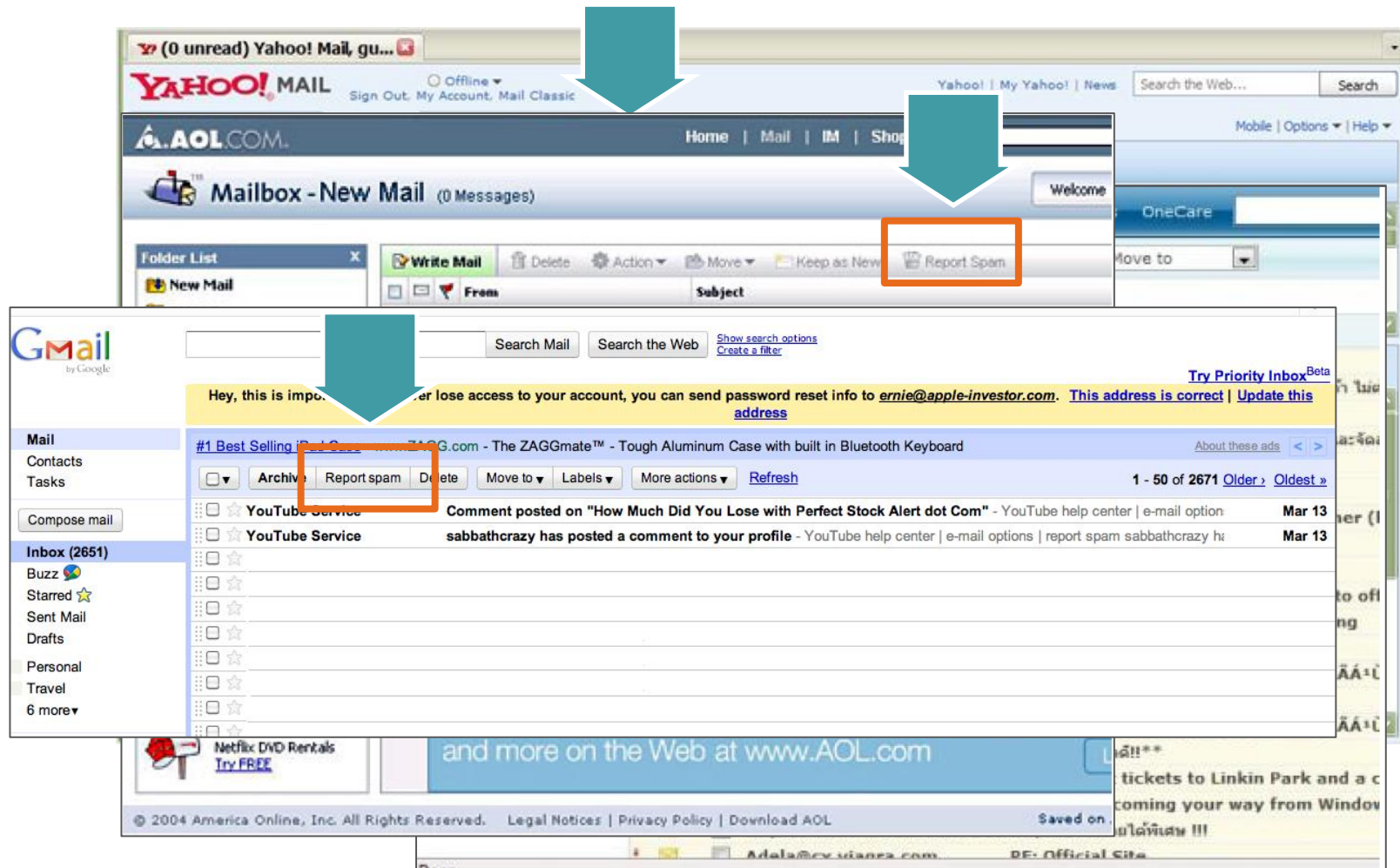
Valid at: Atir Triangle Park  
7110 Patterson Ave.

Offer Expires: June 30, 2007

# Email Marketing Is Not...



# Consumers Define Spam



# Build Your List Where You Connect

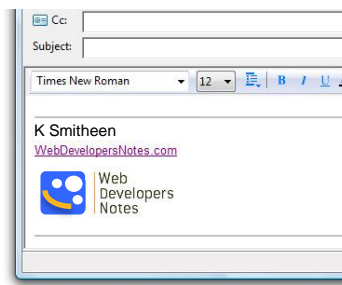
Incoming or  
Outgoing Calls



Events  
and Meetings



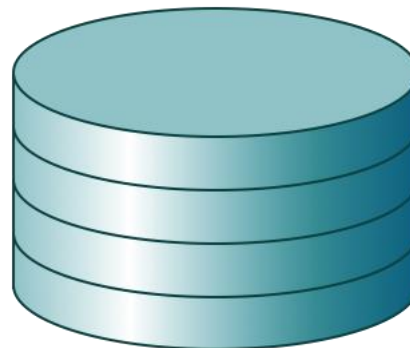
Email  
Signature



Place of Business  
Guest Book



Online  
Presence



Customer & Prospect Database

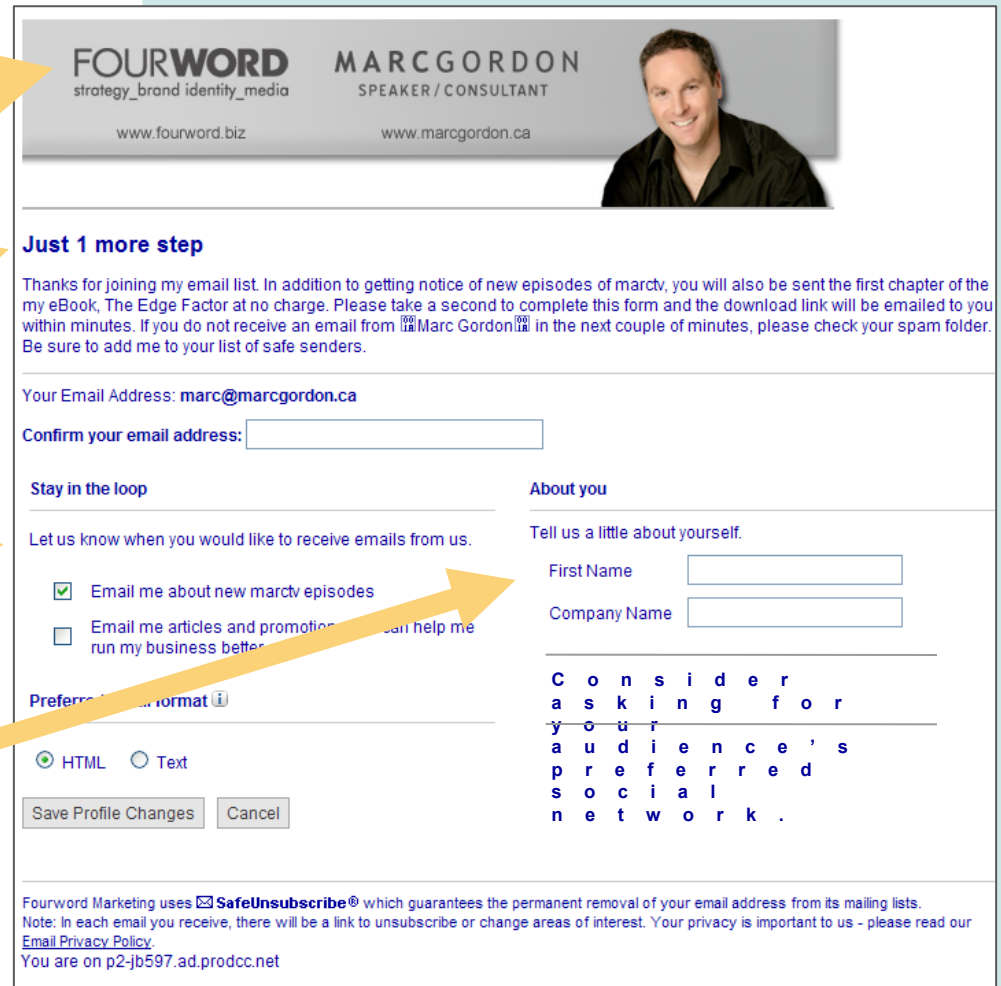
**57%** of consumers will fill out a card to receive email alerts when asked to by a clerk at a local small business.

Source: Transact Media Group



# Collecting Information and Permission

- Include your logo and brand identity
- Describe your email content and how often you'll be sending
- Ask about your customers' interests to stay relevant
- Ask for additional contact information when necessary



**FOURWORD** strategy\_brand identity\_media www.fourword.biz

**MARC GORDON** SPEAKER / CONSULTANT www.marcgordon.ca

**Just 1 more step**

Thanks for joining my email list. In addition to getting notice of new episodes of marctv, you will also be sent the first chapter of the my eBook, The Edge Factor at no charge. Please take a second to complete this form and the download link will be emailed to you within minutes. If you do not receive an email from Marc Gordon in the next couple of minutes, please check your spam folder. Be sure to add me to your list of safe senders.

Your Email Address: marc@marcgordon.ca

Confirm your email address:

**Stay in the loop**

Let us know when you would like to receive emails from us.

☒ Email me about new marctv episodes

☐ Email me articles and promotions that can help me run my business better

**About you**

Tell us a little about yourself.

First Name

Company Name

**Preferred format**

☒ HTML ☐ Text

Save Profile Changes Cancel

Fourword Marketing uses [SafeUnsubscribe®](#) which guarantees the permanent removal of your email address from its mailing lists.  
Note: In each email you receive, there will be a link to unsubscribe or change areas of interest. Your privacy is important to us - please read our [Email Privacy Policy](#).  
You are on p2-jb597.ad.prodcc.net

C o n s i d e r  
a s k i n g f o r  
y o u r  
a u d i e n c e ' s  
p r e f e r r e d  
s o c i a l  
n e t w o r k .



# Using a Permission Reminder

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[May Special Events](#)

[Children's Story Time -  
NEW INFORMATION](#)

#### [QUICK LINKS](#)

[•Reserve your copy of  
the new Harry Potter  
book](#)

[•The Berenstain Bears](#)

Bookshop. As always, included in the newsletter is the monthly coupon. The weather is starting to warm up and summer will be here before you know it. This month, we are featuring tons of great new books, including new books by Michael Chabon, Deepak Chopra, and J.R.R. Tolkien

The bookshop will also be host to a great assortment of special events, from our usual First Friday celebration featuring a children's story time and authors Nancy Scott and Karen Tauber, who will be on hand on Friday, May 6th to sign copies of their books to Philadelphia icon Larry Kane, who will be here on May 12th to sign copies of Lennon Revealed. Also in May, we will host another craft event, this time taking a pattern from One Skein Wonders. If you've never been to one of our craft events and are even remotely interested, it's a great way to spend a Saturday afternoon (May 19th).

Read below for further information about all our events.

Please take a minute to visit our website for further information at [www.doylestownbookshop.com](http://www.doylestownbookshop.com).

# Permission – What is It?

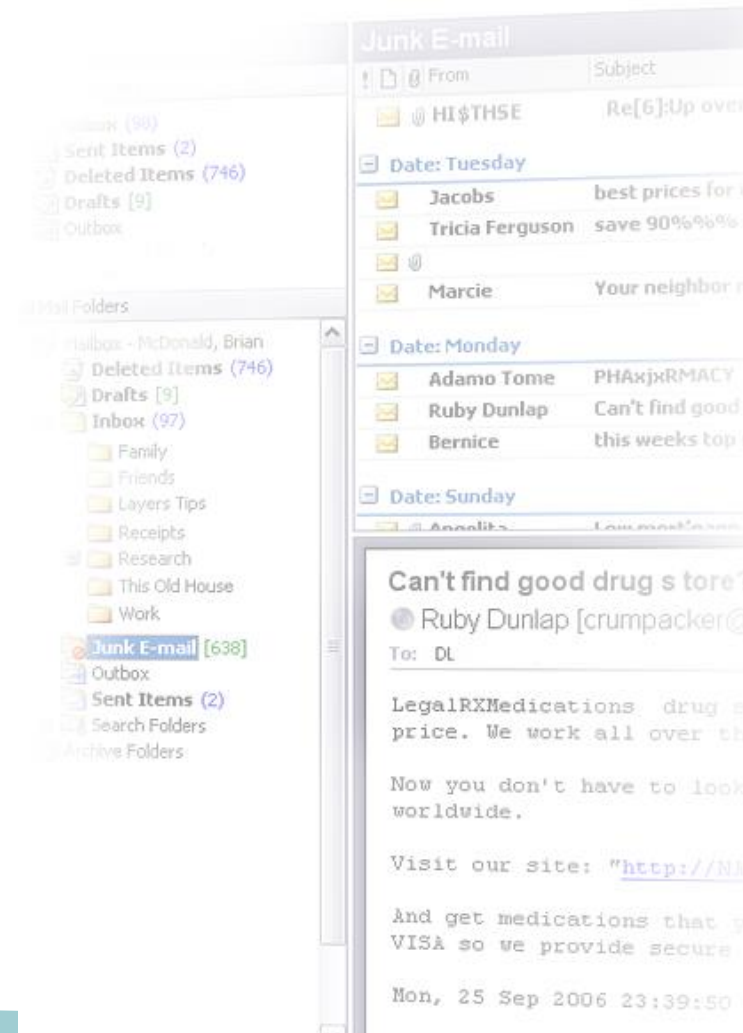
## ■ Types of permission

■ **Explicit:** Opt in from your website or storefront

- “Join our mailing list”
- Single vs. Double Opt-in

■ **Implicit:** Requests for information / registration forms, existing customer relationship

■ **No Permission:** Don't do it! While it may seem tempting, it will have a negative impact on your business.



# Coming Up With Valuable Email and Social Content



- Share your expertise
- Use facts & testimonials
- Give guidance & directions
- Offer discounts & coupons
- Exclusivity & VIP status
- Hold contests & giveaways\*
- Acknowledge your audience

\* Check applicable regulations before deciding to hold a contest or giveaway



# Keeping Email Content Concise

- Host large bodies of content...
  - On your website
  - In a PDF document
  - In a longer archived version
- Email only essential information
  - Use bullets or summaries
  - Link directly to the information
  - Give instructions if necessary
- Repurpose content sound bytes for Social Media
  - Drive social content back to Email Archive or Website



# Determine Appropriate Format

## ■ Newsletters

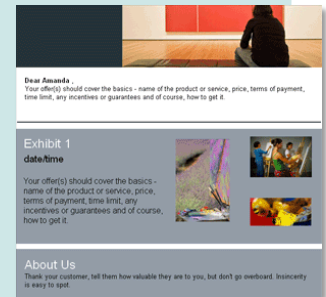
- Frequency: Regular i.e. monthly / weekly
- Lots of educational content (typically non-promotional)
- Use bullets, summarize information, be concise

## ■ Promotions / Invitations / Surveys

- Frequency: Depends on your business and sales cycle
- Focus on promotion / limited content
- Use content to invite click-through or other action

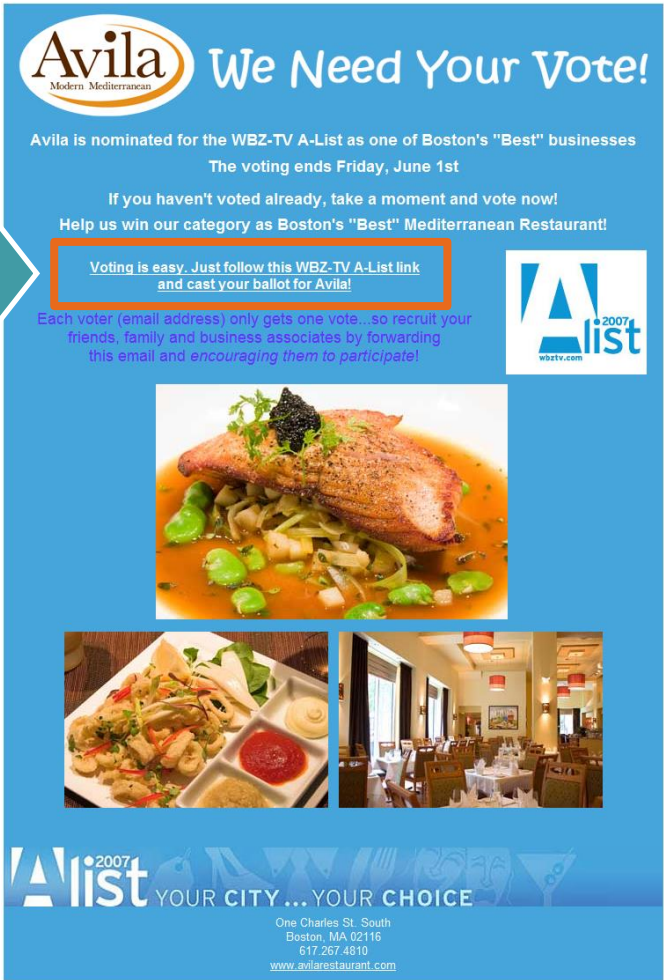

## ■ Announcements

- Frequency: Event-driven
- Press releases, holiday greetings, thank you cards...
- Use content to build deeper relationships



# Calling Your Audience to Action

- Calls to Action include...
  - Links to click on
  - Information to print out
  - Phone numbers to call
  - Instructions for reading the email
  - Instructions for saving the email
- Describe the immediate benefits...
  - What's in it for your audience?
  - Why should they do it now?



The email template is for Avila, a Modern Mediterranean restaurant. It features a blue background with white and orange text. At the top, the Avila logo is on the left, and the headline "We Need Your Vote!" is on the right. Below the headline, it states that Avila is nominated for the WBZ-TV A-List as one of Boston's "Best" businesses, with voting ending on Friday, June 1st. A call to action asks if the reader has voted yet and encourages them to help Avila win. A red-bordered box highlights the instruction: "Voting is easy. Just follow this WBZ-TV A-List link and cast your ballot for Avila!". Below this, it explains that each voter (email address) only gets one vote and encourages recruiting friends and family. The template includes three images: a dish of salmon with vegetables, a plate of food, and the interior of the restaurant. At the bottom, the WBZ-TV A-List 2007 logo is on the left, and the text "YOUR CITY...YOUR CHOICE" is on the right. The address and website are listed at the very bottom.

**Avila**  
Modern Mediterranean




## We Need Your Vote!

Avila is nominated for the WBZ-TV A-List as one of Boston's "Best" businesses  
The voting ends Friday, June 1st

If you haven't voted already, take a moment and vote now!  
Help us win our category as Boston's "Best" Mediterranean Restaurant!

**Voting is easy. Just follow this WBZ-TV A-List link and cast your ballot for Avila!**

Each voter (email address) only gets one vote... so recruit your friends, family and business associates by forwarding this email and encouraging them to participate!



**A-List** 2007  
wbztv.com

**A-List** 2007  
YOUR CITY...YOUR CHOICE

One Charles St. South  
Boston, MA 02116  
617.267.4810  
[www.avilarestaurant.com](http://www.avilarestaurant.com)



# Frequency & Delivery Time



## ■ How often to send

- Create a master schedule – be consistent!
- Include frequency in online sign-up “Monthly Newsletter”
- Keep content concise and relevant to planned frequency
- Invest time to repurpose content on social channels

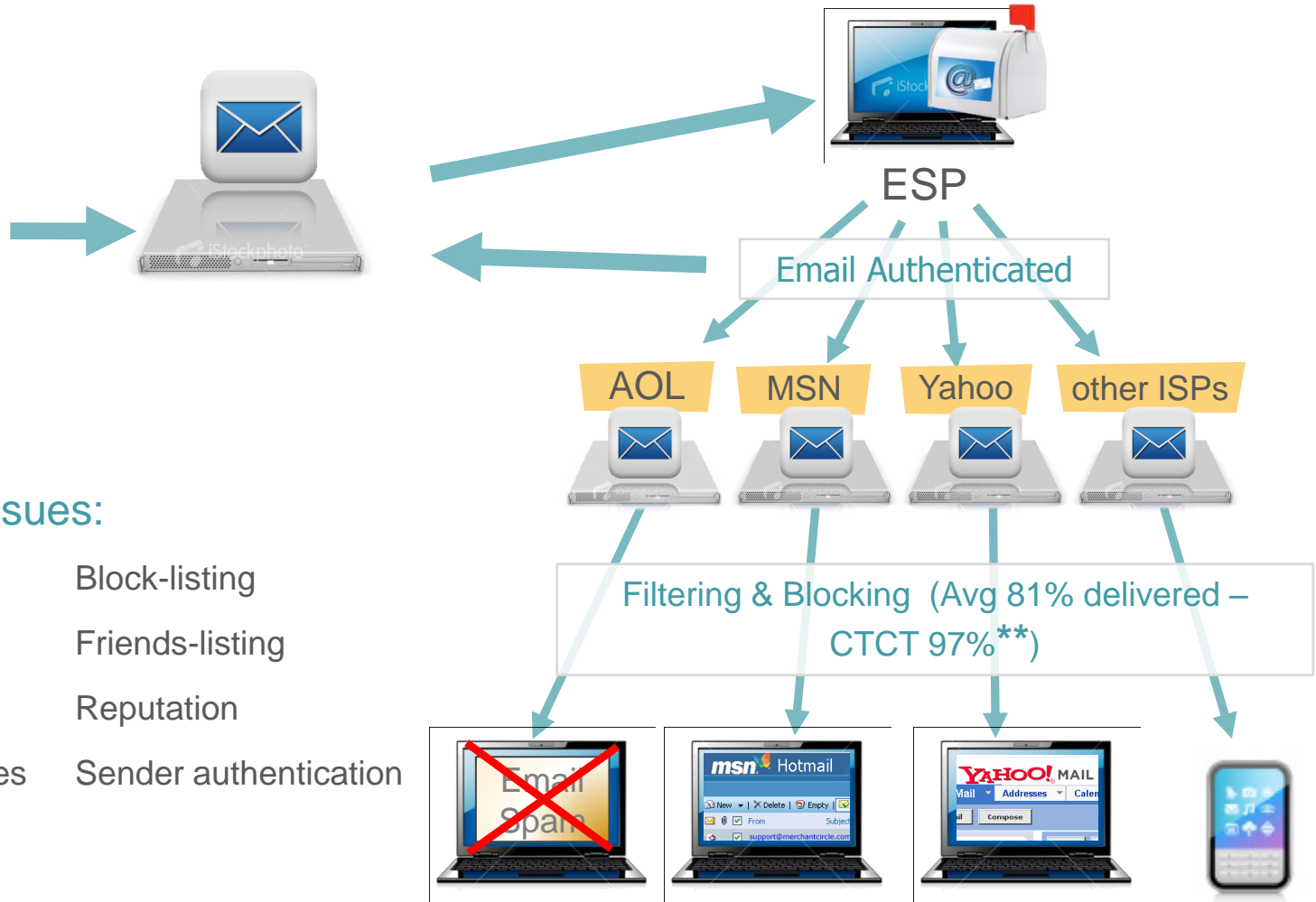
## ■ When to send

- When is your audience most likely to read it?
  - Day of week (Tuesday & Wednesday)
  - Time of day (10am to 3pm)
- Test for timing
  - Divide your list into equal parts
  - Send at different times and compare results

**Get the maximum  
Impact with  
Minimum intrusion.**

- Re-stimulate social conversations: repost, retweet

# Is Your Email Fabulous or Filtered?



\*\*Return Path verified

# Avoiding “Spam-speak”

- ✗ The words: free, guarantee, spam, credit card etc.
- ✗ ALL CAPITAL LETTERS
- ✗ Excessive punctuation !!!, ???
- ✗ Excessive use of “click here”
- ✗ \$\$, and other symbols
- ✗ No “From:” address
- ✗ Misleading subject lines



Example: Typical spam “From” and “Subject” lines

Junk E-mail					
!	📧	From	Subject	Received ▾	Size
!	📧	Dan Keyes	Cash credit / Home credit	Sat 9/9/2006 3:1...	1 KB
	📧	acrylate	How to be irresistible to the opposite sex 4179-4	Sat 9/9/2006 3:0...	1 KB
!	📧	Louella	???5?4? ??????? ????????	Fri 9/8/2006 10:2...	3 KB
	📧	Andres Alexan...	Hey you!	Fri 9/8/2006 3:08 ...	697 B
	📧 @	vendor. actual	~...~Guaranteed Instant Approval!..!	Fri 9/8/2006 3:41 ...	2 KB
	📧	bosonic	Increase sexual satisfactions!!!! 7344	Fri 9/8/2006 1:51 ...	11 KB

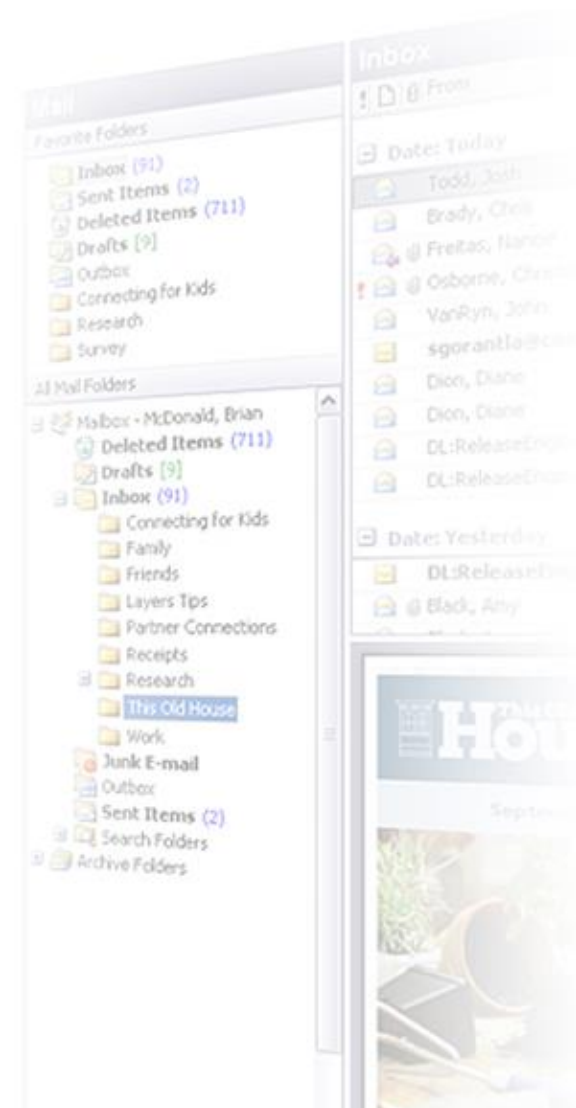
# Getting Email Opened: Two Key Elements

- “Subject” line and “From” line

- Show of hands...

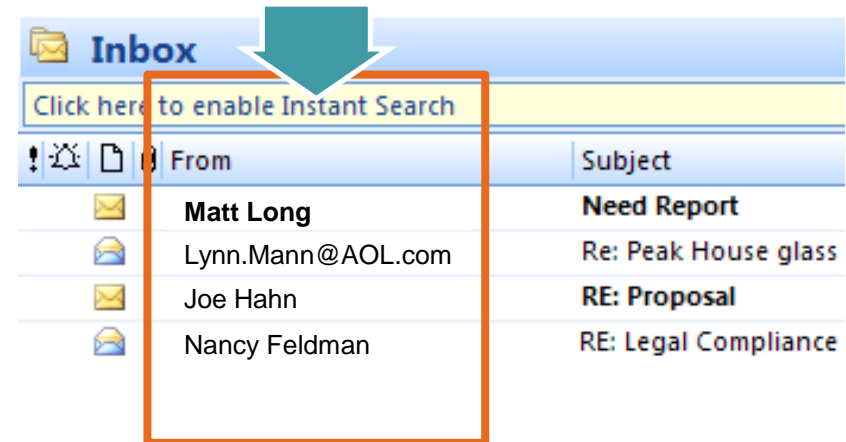


- which of the two is the most important?



# Getting Email Opened

- The “From” line – Do I know you?
  - Use a name your audience recognizes
    - Include your organization name or brand
    - Refer to your business in the same way your audience does
    - Be consistent



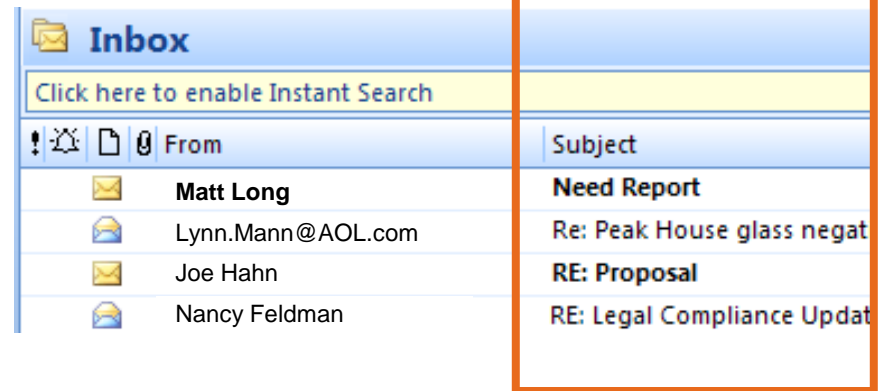
**60%** of consumers say the "from" line most often determines whether they open an email or delete it.

Source: DoubleClick

# Create a Great Subject Line

## ■ The “Subject” line – do I care?

- Keep it short and simple
- 30-40 characters including spaces (5-8 words)
  - Incorporate the immediate benefit of opening the email
- Capitalize and punctuate carefully
- Avoid copying the techniques inherent in spam emails



Email messages that mention Facebook in the Subject Line will have a 32% higher open rate than those that don't.

-Worldata, 2011

**30%** of consumers say the “subject” line most often determines whether they open an email or delete it.

Source: DoubleClick

Emails with shorter subject lines significantly outperformed emails with longer subject lines.






- MailerMailer



# Tracking and Reporting

## Constant Contact Reporting Page

Show  Emails

Date Sent ▼	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
3/4/2011	<a href="#">March newsletter</a>	<a href="#">159</a>	0.6% <a href="#">(1)</a>	0	0	43.0% <a href="#">(68)</a>	5.9% <a href="#">(4)</a>	0	
2/21/2011	<a href="#">February promotions</a>	<a href="#">1</a>	0	0	0	100.0% <a href="#">(1)</a>	0	0	
2/18/2011	<a href="#">February Open House</a>	<a href="#">169</a>	5.9% <a href="#">(10)</a>	0	0	44.0% <a href="#">(70)</a>	12.9% <a href="#">(9)</a>	0	
2/4/2011	<a href="#">February Newsletter</a>	<a href="#">169</a>	5.9% <a href="#">(10)</a>	0	0	39.0% <a href="#">(62)</a>	4.8% <a href="#">(3)</a>	0	
1/14/2011	<a href="#">January promotions</a>	<a href="#">169</a>	5.3% <a href="#">(9)</a>	0	0	46.3% <a href="#">(74)</a>	12.2% <a href="#">(9)</a>	0	

# Deal with Bounced & Blocked Email

- Non-existent address
  - Check for obvious misspellings
  - Try to obtain a new address
- Undeliverable/mailbox full/email blocked
  - Try re-sending later
  - Correct temporary issues
  - Obtain a new address if a recurring issue is present



**Bounce Management**

Email: Webinar Invitation ▼

☐ **Bounce Category**

<input type="checkbox"/>	Non-existent address
<input type="checkbox"/>	Undeliverable
<input type="checkbox"/>	Mailbox Full
<input type="checkbox"/>	Vacation/Auto Reply
<input type="checkbox"/>	Other
<input type="checkbox"/>	Blocked ⓘ

**View List** Export Remove Do Not Mail Refresh







# Encourage and Reward Email Forwards and Online Reviews

- Use your forward report to:

- Thank people who forward your emails
- Learn about the value of your email content
- Encourage online reviews by those who forward your emails



## Forwards


Email Address	Status	Date Forwarded
<a href="mailto:smicklovich@constantcontact.com">smicklovich@constantcontact.com</a>	 Active	1/2/2011 9:59 PM EST
<a href="mailto:astern@constantcontact.com">astern@constantcontact.com</a>	 Active	12/28/2010 7:44 PM EST
<a href="mailto:khebsch@constantcontact.com">khebsch@constantcontact.com</a>	 Active	12/28/2010 7:44 PM EST
<a href="mailto:dbrissenden@constantcontact.com">dbrissenden@constantcontact.com</a>	 Active	12/28/2010 7:44 PM EST
<a href="mailto:kobrien@constantcontact.com">kobrien@constantcontact.com</a>	 Active	12/28/2010 7:44 PM EST
<a href="mailto:astern@constantcontact.com">astern@constantcontact.com</a>	 Active	12/28/2010 7:44 PM EST


Save as List Export

- Help your most passionate customers spread the word
  - Ask them to forward your email and write online reviews



**Shon**  
Went "Goloco" for the first time today. Wow!  
March 11 at 4:37pm

 **Boloco** nice - what'd u get?  
Sunday at 6:19pm

 **Shon** Boloco rice, steak, caramelized onions, black beans, Asian slaw, habanero, sour cream, broccoli, carrots, on a flour tortilla. As if that wasn't enough I threw in one of those oversized chocolate chip cookies for good measure. The strawbanna was for the walk back to the job.

Sidenote - The folks over at the Common location have to be some of the nicest.  
Sunday at 8:10pm

# Understand Unsubscribe Requests

- An unsubscribe request happens when your subscriber no longer wants to receive your emails
- Offer your subscribers permanent list removal
- Best practice is automatic removal with an unsubscribe link



## Forward email



This email was sent to [mdu-sbdc@atlantic.net](mailto:mdu-sbdc@atlantic.net) by [cattledogroasters@embarqmail.com](mailto:cattledogroasters@embarqmail.com) |  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).  
Cattle Dog Coffee Roasters | 2416 N. Heritage Oaks Path | Hernando | FL | 34442



# Reduce Unsubscribe Requests

- Why do people unsubscribe?

- Over-communication
- Irrelevant content
- Poor targeting

- Enable your audience to leave comments when unsubscribing from your list

- Take action on feedback



**You have successfully unsubscribed**

Thank you - We have received your unsubscribe request and have removed [jarnold@constantcontact.com](mailto:jarnold@constantcontact.com) from our list.

We are sorry to see you go!

Please take a moment to tell us why you chose to unsubscribe. (optional)

150 characters remaining

**Submit**

# Customer Spotlight: Kittrell/Riffkind Art Glass



**List Size:** 4,656  
**Open Rate:** 47.5%  
**Location:** Dallas, TX  
**Customer Since:** May, 2005  
**Website:** [www.kittrellriffkind.com](http://www.kittrellriffkind.com)

- Segments lists to send targeted information to **four distinct audiences resulting in a staggering 47.5% open rate**
- Use click reports to inform newsletter content and gauge campaign success.
- Immediate increase in web site traffic and telephone inquiries after each newsletter.
- **Saves more than \$14,000 year in design, printing and postage costs.**

*"Constant Contact is an integral part of our growth and success."*

*Barbara Kittrell, co-owner*



March 2009

## Kittrell/Riffkind Art Glass Newsletter

### Gallery Update

**Barbara,**

Don't you love it when the daffodils and tulips start peeking up out of their beds and the flowering trees are all abloom and the winter chill leaves the air?

Signs of spring are all around us as we ready the gallery for this next weekend's **Featured Artist Series** opening. The gallery has a whole new look for spring --- new work, new artists and new ways to make you smile!

Come check us out!

David, Barbara & Michael



## Featured Artist Series 2009



We're stepping into spring with the first of our **Featured Artist Series** for this year. We will be showcasing fabulous new work from some of our favorite artists. They have all really outdone themselves this time! Featured will be **George Bucquet, Eric Edner, Jason Lawson & Leigh Wyatt**, and jewelry maker **Carter Seibels**.

The opening reception will be this coming Saturday, March 14th from 1:00 - 5:30pm. Join us for the opening and meet **Jason & Leigh**, who will be visiting us from the Hill Country. The exhibit will continue through April 4th.

See you there!

Photos of some of the featured work is on our website --- and more will be posted in the next couple of days. Go ahead and sneak peek!

- [Visit the Exhibit](#)



# Chamber of Commerce Partner Spotlight: DeKalb Chamber of Commerce



**List Size:** 2952

**Open Rate:** 23.8%

**Location:** Decatur, GA

**Customer Since:** Sept 2005

**Website:** [www.dekalbchamber.org](http://www.dekalbchamber.org)

- Keeps members & subscribers informed about events with a weekly newsletter
- Utilize campaign scheduling to send reminders for seminars and events
- Increase their non-dues revenue through paid member advertising opportunities with e-blast sponsorship campaigns and ad space in the weekly newsletter
- Offer 3-part series Constant Contact seminars regularly

*"Constant Contact is an invaluable marketing resource for our members. Given the slowing economy, this is a key time for them to invest in tools that will allow them to nurture their current customer relationships. Having Pam available to give seminars and answer questions is an important asset to our community and we're excited to be working with her."*

Janniece Leonard, Marketing & Communications Manager  
DeKalb Chamber of Commerce



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DeKalb Chamber of Commerce Member

**Sponsored e-blast**  
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**DEKALB CHAMBER MEMBERS**

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Email: [hardright@bellsouth.net](mailto:hardright@bellsouth.net)  
Web: [www.hardrightbakery.com](http://www.hardrightbakery.com)

**DEKALB CHAMBER OF COMMERCE**

are welcome but an RSVP is appreciated. Help someone get to know your company. Bring a door prize.

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Authorized Local Expert  
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Email: [toni@toniharrisspeaks.com](mailto:toni@toniharrisspeaks.com)  
713.387.9273, cell  
Toni-harris.com

Facebook.com/toniharrisspeak  
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