



FUNK & JACKSON CULTIVATING GROWTH

The Funk and Jackson Group, LLC and Constant Contact Educational Programing Options

What can I teach? Below you will find a complete list of class programing. All but the boot camps are free to host as long as you have at 10-35 participants.

All of the classes are taught through Constant Contact's Authorized Local Expert Program and have some minor requirements. All I will need is the First and Last Name, Contact Number, Email address and Business/Organization name of each attended. That's It! You are free to promote and invite as you wish beyond those minimum requirements.

Title 1- Power of the Inbox Tips, Tricks, and Strategies for Successful Email Marketing.

Length: 45 min – 1 hour

Description: What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do? This powerful seminar takes you step-by-step through the keys to effective email marketing:

- What it really is (and isn't)
- What it can do for your business
- And the five easy steps you must take to harness the power of the inbox!
 - o Grow a healthy list
 - o Create great content
 - o Customize a beautiful, mobile-friendly template that matches your brand
 - o How to get your emails opened
 - o Tracking your results From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the most effective marketing you can do: email marketing. Join us!

Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

Title 1- Social Media 101 Optional Title 2 - Social Media 101: Simple Strategies for Social Media Marketing Optional Title 3 - Social Media 101: Basics of Social Media Why use it, which channels and what to say.

Length: 45 min – 1 hour

Description: Have you been thinking about marketing your business with social media, but you feel overwhelmed and not sure how to get started? Or maybe you're not convinced that it works? This seminar will show you the value of using social media to reach your customers, how it can lead to new customers and how it drives repeat business from your current customers. We'll take a look at the 5 most popular social media networks – Facebook, Twitter, LinkedIn, Google+ and Pinterest – and help you decide what is right for your business. We'll also look at what comes next: how and what to post on social media.

Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

Title 1 - Social Media 102 Optional Title 2 - Social Media 102: You're Social, Now What? Optional Title 3 - Social Media 102: Making Social Media Work for Your Business Length: 45 min – 1 hour

Description: You've thought about what social networks to use for your business or nonprofit, and you're ready to take the next step. Where do you go from there? This seminar will give you a closer look at the popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, and Google+. We'll show you the benefits of using each, how other organizations are marketing with them, and some dos and don'ts of each channel. You'll also get tips on how to tell if your social media activity is working. /

Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

Title 1- Social Media Marketing for Small Business Success Title 2- A Morning (Evening) of Social Media - Social media best practices featuring Facebook, Twitter, LinkedIn, Google+ and Pinterest Combined: Social Media 101 & 201 Social Media Best Practices Featuring Facebook, Twitter, LinkedIn, Google+, and Pinterest

Length: 90 min – 2 hour

Description: This information-packed seminar offers a basic review of the essential strategies and best practices a business or organization should understand to successfully get started with social media marketing.

The seminar will cover:

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- What social media marketing really is and why it's important;
- Various social media networks and tools: how they interact, ways to leverage their strengths, and how to evaluate them for best use for your business or organization;
- How other businesses are using these low-cost tools to gain visibility, develop relationships, and drive sales and engagement; and
- How to incorporate social media marketing into your business life without losing productivity.
- Participants will have plenty of time to ask questions, share experiences, and network with peers. And they'll leave with real-world insights and knowledge that they can put to work immediately, to help their business or organization succeed.

Core concepts introduced include:

- A closer look at the 5 most popular social networks: Facebook, Twitter, LinkedIn, Google+, Pinterest
- Within each network:
 - o How to tell if it's right for your business
 - o What kind of content to create and post
 - o Etiquette
 - o How to tell if your content is working
 - o Suggestions on what to do next
- Why social media & email marketing must be used together

Title 1- Content Marketing: What to Say, How to Say it Using words and images to craft your email messages. Length: 45 min – 1 hour

Description: Heard of "location, location, location"? For online marketing, it's "Content, Content, Content!" What you say, and the way you say it (tone, date & time, frequency) is how you will attract, engage and be shareworthy to your audiences. What are the Keys to Great Content? This seminar will teach you the time-saving tips, techniques, and yes, even apps that will help your content - and the way you share it - succeed! You'll learn how to:

- Create
- Curate
- Extend . . . the content that will help you achieve your goals. We'll cover tidbits like how many links create the most engagement, how to turn questions into high open subject lines, tips on using graphics, pictures and videos, re-purposing content across multiple platforms, and more. And, we'll give you the structure and tools to make creating your content fast, easy and effective.

Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

Title 1- How to Network & Why You Should Title 2- How to Network & Why You Should: It's not what you know, it's who you know

Length: 45 min – 1 hour

Description: Proper networking is part of your professional career development. Networking is both art and science. But most of all, networking should be fun. This seminar will teach you to have fun networking and to do it the right way to get results. And we will end with a quick networking session. You've probably heard the phrase "It's not what you know, it's who you know." In today's super connected society, that's truer than ever. Your experience, talents, abilities, and knowledge are not very helpful if nobody knows you exist. Networking is about building relationships.

In this seminar, we'll cover:

- The basics of your "elevator speech"
- The first meeting
- Call to Actions
- And follow-up. Also known as continuing the conversation. The most IMPORTANT step.
- And then, some networking. Now you can take your new found knowledge and confidence and to network at: Chamber Events, Alumni Associations, Clubs (i.e. Rotary, Elks, NYSA of anything), Conferences, LinkedIn, professional associations, meet-ups, and more.

Intended Audience: The content is targeted for everyone. Non-profit newbie volunteer to comfortable small business professional who is looking to build or reinforce their networking knowledge, or finding new tips.

Title 1- Measuring Your Marketing Title 2- Measuring Your Marketing: How to use reports and analytics to evaluate your marketing campaigns

Length: 1 – 2 hours

Description: Metrics – can be like magic. Have you wondered: how can the reports and analytics of digital marketing give you the insight and key info you need to succeed? This seminar will take you step-by-step through the amazing data generated by all the key online marketing tools – and give you tips on how to use it.

Participants will learn:

- How email open- and click-through reports can help you know:
 - o Which of your products/services are hot, which are not, and how to test for best results
 - o Out of a field of everyone, who is interested in what topics – so you can focus your precious time, efforts & energy
 - o The calls to action/messaging that actually WORK
 - o Best times, days and ways to get the response you want
- How evaluating event registration and survey response patterns can help improve your

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next campaign by leaps and bounds

- How social media engagement and click rates can tell you the topics, type of media posts, and frequency your connections really want
- How research, setting goals, monitoring campaign results and applying lessons learned will continually improve your results!

Who should attend? Marketers, business owners, managers, professional services, nonprofit professionals. Anyone that needs to understand the metrics and analytics or email marketing and social media marketing.

This session is suited for beginners and intermediate users. Participants should have a basic knowledge and understanding of email and social media in general.

Title 1- Grow Your Business with Email & Social Media Title 2- Grow Your Business: Simple Marketing Strategy for Small Business & Nonprofits

This is more of an interactive class. You will leave with a workbook of actionable ideas.
Length: 1-2 hours

Description: Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible. But between Facebook and Twitter, email and mobile, deals, and whatever new social network is rolling out that month—there's a lot to keep up with. And there are only so many hours in each day. The number of possibilities can feel overwhelming. This session will help make sense of the noise. In this session you will learn:

- How to make the most of the combination of email and social media for your business.
- Gain a greater understanding of marketing basics such as goals and objectives.
- What a “campaign” is and what to write about and offer in that campaign.
- Gain some simple but powerful tips for how to get your messages opened and read, shared and socially visible.
- Find some great tools you can use to help engage with your existing customers and supporters as well as expand your reach to new prospects.
- Throughout the session you'll be given opportunities to capture your own ideas and build out the framework of your own “next great campaign.”

So join us and start to build a plan that will help you Grow Your Business by eliciting the responses you want from your customers or supporters.

Intended Audience: The content is targeted for everyone. Non-profit newbie volunteer to comfortable small business professional who is looking to build or reinforce their networking knowledge, or finding new tips.

Title 1- Making the Case for Mobile Title 2- Making the Case for Mobile: Smart Phones & Tablets are Everywhere Bonus Option 2- Making the Case for Mobile (Bonus: + Adding/Using Trip Advisor) Length: 30 min – 45 min

Description: Whether you know it or not, mobile is already having a strong influence on the way people interact with your small business or nonprofit organization. People across the globe are using their mobile devices to access their email and the internet more than ever before.

Today, lots of consumers are using mobile devices to find what they need, to assess their options, to make decisions, and to make purchases. In a recent survey from Pew Internet & American Life Project, 50 percent of participants said they were already using mobile to access nonprofit websites and emails. Small businesses and nonprofits who start embracing mobile now will be the ones best able to compete. We'll help you understand this mobile transition so you don't get left behind.

In this seminar, we'll cover:

- Why you can't ignore mobile even if you think your customers aren't using it
- How mobile is the new reality for small businesses and nonprofit organizations.
- How to improve your email and social media marketing so that more people start pointing their fingers at you! (We'll explain that, too!)
- What you can do today to become more mobile-friendly.

BONUS: A bonus section can be added that looks specifically at Trip Advisor and how to integrate it with your business. Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

Title 1- Harness the Power of Mobile Title 2- Harness the Power of Mobile: Mobile is Everywhere

Length: 30 min

Description: Mobile internet usage is growing fast – more people are starting to receive and read your messages with their smartphones. And more businesses are starting to use mobile to create marketing communications and make it easy for their customers to buy from them. Join us for this seminar to make mobile a part of your business. Participants will learn how to use mobile technology to promote themselves and drive more business.

You'll learn:

- How to find out if your website is mobile friendly

- Why mobile makes local listings more important than ever
- How to drive action with mobile marketing
- How to create content with and for mobile

Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

Title 1- Look Great in the Inbox Title 2- Look Great in the Inbox: The 7 Don'ts of Email Design

Length: 1 - 2 hours

Description: First impressions matter – how are YOU doing with your emails? This seminar will help you avoid common mistakes and maximize your emails for powerful impact! You'll learn:

- Branding beyond the logo – how placement, pictures, even colors can re-enforce recognition & engagement
- Readability – including fonts, white space and single-column design
- Images – including sizing, placement, links and more
- Sharability – are you going social with your email? Easy tips to encourage more cross-platform engagement

Join us for this fast, info-packed seminar packed with tips, techniques and tools to help you navigate the dos and the don'ts for your own email marketing! Intended

Audience: The content is targeted at the beginner to intermediate small-business marketer who is looking to build their email marketing knowledge, or to reinforce what it is they already know.

Title 1- Standout Subject Lines Title 2- Standout Subject Lines: Get Open, Get Read, Get Results Length: 1 -2 hours Description: Ignored – or Engaging? How are your subject lines working – or NOT working – to capture the attention and interest of your audience?

This fast-paced seminar will take a deeper dive into the mechanics of truly effective subject lines.

We'll cover:

- The three keys that make or break your subject line (and how short your window really is.)
- What works – and what does NOT work – in capturing your readers' attention
- Length, brand, urgency and offers – make them work for your subject lines
- Before and examples that make it crystal clear how to improve your results Get their attention – get in the door – and get the response you desire. Whether you are trying to get read, realize revenue, increase your reach or inspire referrals, your subject lines are a key to your success!

Intended Audience: The content is targeted at the beginner to intermediate small-business marketer who is looking to build their email marketing knowledge, or to reinforce what it is they already know.

Title 1- 60 Ways to Grow Your List Title 2- Back to Business: 60 Ways to Grow Your List Length: 45 min – 1 hour

Description: Let's get Back to Business! It's time to grow your contact list! In this session you will leave with ideas and strategies to capture new contacts, grow your list and take action to help move your business forward. Having an interested and qualified list of contacts that you can stay top of mind with, is vital to every business. Continuing to grow that list is just as important. In this presentation, we will show you 60 easy ways to grow your contact list today!

We will cover:

- Why someone should join your contact list and what's in it for them • How to ask people to join your list "face-to-face"
- How to use social media to grow your list
- How to grow your list on your website or blog
- How to use print material to get people to sign up
- How to use events to help grow your list
- How to use incentives and giveaways to grow your list the way

Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know.

Title 1- Automate Your Marketing! Planning Ahead to Convert & Keep Length: 45 min – 1 hour

Description: Do you send the same information over and over? Do you ever forget to follow up with new subscribers, customer anniversaries, or birthdays? How do you share your great case studies, success stories and customer testimonials? Or introduce customers to your diverse product or service offerings? And do you wish you had a way to reward new subscribers & inspire them to take action right NOW, when their interest is HOT? Autoresponder campaigns do what YOU wish you had the time to do! Use them to follow up, inform, entertain, & provide incentives for action & engagement – they work automatically while you focus on your business.

This seminar will help you:

- Learn the difference between automated messages and autoresponder campaigns
- Decide where autoresponders can help you do better marketing communications
- Understand key actions that trigger emails to be sent
- Identify what steps to take to design effective autoresponder campaigns
- Design the “evergreen content” that works best for your audiences We'll also cover dos and don'ts, show a sample autoresponder calendar, and share real case studies of success with autoresponder campaigns.

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Title 1- Rock Your Holidays Title 2- Rock Your Holidays with a Great Promotion: Digitally Preparing for Black Friday and Cyber Monday Title 3- Rock Your Holidays: Give Yourself the Gift of More Customers

Length: 1-2 hours

Description: It's that time of year – the hustle and bustle of the holiday season is almost upon us. There is no better time to reach out to your customers, bring new clients in, and boost repeat and referral business! Whether you have a retail shop, provide a specialized service or work business-to-business, or have a nonprofit in need out outreach, this workshop will provide simple, practical tips for closing out 2016 on a high note.

Participants will learn:

- How to leverage social media to engage new and existing customers
- Which promotions and special offers work for your business right now
- Best ways to drive response from your emails and social posts
- Easy strategies to keep your offers looking good on a cell phone or tablet
- How to create and manage a campaign for the holidays (it's easier than you might think!)
- Create a simple playbook to plan your marketing activities all season long
- How to measure your results to get more out of your effort along the way
- And, Most importantly, how to continue the positive cash flow into the new year.

Please come ready to meet other small business owners and nonprofit professionals. We are all wearing many hats, and we can all share and learn from each other.

This session is best suited for beginners in online marketing but all skill levels are welcome. The subject matter is less about technology and more about how to grow your business or organization. Join us – and rock your holidays this year.

Intended Audience: The content is targeted at the small-business marketer who is looking to increase their business during the holiday season. And more importantly, carry that new business into the new year.

Title 1- Social Media Timesavers Title 2- Social Media Timesavers: Tips for saving up to 10 hours per week

Length: 45 min – 1 hour

Description: Do you know that 43% of small businesses dedicate six or more hours per week to social media? While it's important to engage for social visibility and key connections online, we all want to do more in less time. This session will help you save time at get back to what you love to do – running your business or organization. Join us and learn the latest time savers and best practices. Participants will learn:

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- Tips for saving up to ten hours a week managing your social media
- Simple ways to find usable, relevant content for your posts
- How to integrate your social media into sales promotions and events
- Best practices, business builders and more... Who should attend? Marketers, business owners, managers, professional services, nonprofit professionals. Anyone that needs to get more done in less time with social media.

This session is suited for beginners. Participants should have a basic knowledge and understanding of social media in general.

Title 1- Build Your Marketing Toolkit Title 2- Build Your Marketing Toolkit: Proven Marketing Techniques for Small Business Growth Build Your Marketing Toolkit: The Foundation A framework for small Businesses and organizations.

Length: 45 minutes - 1 hour

Description: Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing activities that they could focus on, they often miss some of the important marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way. Attendees of this presentation will learn:

- What marketing really is (and isn't).
- How marketing has changed in ways that benefit small businesses.
- The importance of setting goals and objectives for their marketing efforts.
- The 4 Pillars of Marketing Success – a framework that shows how different marketing activities all fit together, and will help small businesses reflect on their own marketing program.
- It's ok to start small, to start where you already are. Join us and start to build a foundation marketing knowledge, from which you can build more and more effective campaigns to help your business or organization grow.

Title 1- Email Marketing for Success: Newsletters & Announcements Title 2- Power of Email Marketing: Featuring Social Media Engagement Campaigns That Drive Action: Newsletters & Announcements Featuring Email and Social Engagement

Length: 45 minutes - 1 hour

Description: At the heart of small business marketing are the campaigns that drive action –

collections of marketing activities that help a small business or organization to achieve its goals and objectives. Newsletters and Announcements have become a core component of those campaign choices. Email is more important than ever – to the communication efforts of businesses and nonprofits everywhere; and to the customer, donor, client or supporter of those organizations.

This session will reveal some simple but effective best practices and considerations for the small business or nonprofit seeking to make their email newsletters more effective.

Attendees of this presentation will learn:

- The different types of newsletters
- What to write about in your newsletter or announcement and how to consider using images
- Subject line best practices, and when to send your newsletter
- The importance of understanding how connected email and social media are...they have to be done together.
- What types of additional tools might be useful Join us and learn some great new strategies to help your email and social media efforts be more effective components of one of the core campaign types, newsletters and announcements.

Title 1- Event Marketing & Registration Title 2- Simple Strategies for Better Event Marketing (How to get more butts in seats!) Campaigns That Drive Action: Events & Registration Increase & reward loyalty while driving new customers to your door.

Length: 45 minutes - 1 hour

Description: Event marketing can be a powerful way to generate exposure for your business or organization and foster meaningful face-to-face interactions that drive new opportunities for building sales or growth. Whether you are a business owner, a non-profit, an entrepreneur, an online marketer, or simply an individual – this presentation will help you to grasp the Best Practices needed to utilize and maximize attendance at your event using the growing trend of Online Event Marketing. Get an insider's look at a comprehensive new way to manage and promote events big and small.

At the heart of small business marketing are the campaigns that drive action – collections of marketing activities that help a small business or organization to achieve its goals and objectives. One important campaign type that many nonprofits and small businesses have used, but would like to learn more about, revolves around Events. When you run an event you want to make sure that you leave ample time for the promotional activities that will drive your registrations, and you want to create and provide an optimal online registration experience. If you have run events or are considering running events, and you'd like to build on your knowledge of these two important elements of running a successful event, this session is for you.

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Please note: this session will not be addressing best practices around event planning topics like venue selection, planning event entertainment or dining options, running fundraising activities like live or silent auctions, etc. It is focused on helping the audience promote their event and streamline the online registration process.

Attendees of this presentation will learn:

- The different types of event you might run
- Setting a goal for your event
- Promotion of your event (including a sample promotional timeline and activities)
- Set up an effective online registration process
- Post-event activities you can't forget Join us and learn some great new strategies to help you promote your next event and set up an online registration process that helps your event succeed.

Title 1- Online Surveys that Title 2- Making Online Surveys and Customer Feedback Work to Grow Your Business Campaigns That Drive Action: Feedback & Surveys Get valuable insights to help drive your success.

Length: 45 minutes - 1 hour

Description: At the heart of small business marketing are the campaigns that drive action – collections of marketing activities that help a small business or organization to achieve its goals and objectives. One important campaign type that is often overlooked revolves around getting feedback from your customers or supporters through the use of Surveys, Polls or Reviews. This session will reveal some simple but effective best practices and considerations for the small business or nonprofit seeking to build a survey that allows them to gather the valuable insights from their audiences that will allow them to move their organization forward.

Attendees of this presentation will learn:

- The importance of listening and how to set your survey's objective.
- Develop good questions and understand how long is long enough.
- Three different considerations for when to survey and how to think about which parts of your audience to survey.
- What to do with the results once you have them. Join us and learn some great new strategies to help develop your next survey and get the feedback and insights you need from your customers, donors, clients or supporters.

Title - Getting Started with Toolkit: A Live, Guided Demonstration of Constant Contact's Latest Offering

Length: 45 minutes - 2 hours

Description: I will present this live, guided demonstration on the tools and features inside Constant Contact's Toolkit. In this time-efficient, highly practical one or two hour session, you will learn the basics so you can get going with your own marketing.

The session will cover:

- Setting up your Constant Contact account
- Review of Campaign Templates available
- Creating a campaign and editing the template
- Branding your campaigns with your logo, colors and photos
- Contacts and how to import your email lists
- Getting new subscribers by adding sign-up boxes to your website and emails
- Reports, Tracking and interpreting your results It's a relaxed, friendly educational session — bring your questions! Is this seminar right for you?

This two-hour seminar is suitable for anyone new to Constant Contact, or who just wants a hand learning how to use our products.

Title - Getting Started with Email Marketing New to Email Marketing? Want to learn how to use Constant Contact? We'll show you! Newsletters & Announcements

Length: 45 minutes - 2 hours

Description: I will present this live, guided demonstration on the tools and features inside Constant Contact's email marketing system. In this time-efficient, highly practical two hour session, you will learn the basics so you can get going with your own email marketing.

This session will cover:

- Setting up your Constant Contact account
- Creating an email campaign and editing a template
- Branding your emails with your logo, colors and photos
- Creating content that people want to receive and read • Importing your email list into your constant database
- Getting new subscribers by adding sign-up boxes to your website and emails
- Tracking and interpreting your results It's a relaxed, friendly educational session — bring your questions!

Is this seminar right for you? This two-hour seminar is suitable for anyone new to Constant Contact, or who just wants a hand learning how to use our products. Some general knowledge of email marketing practices and concepts may be helpful.

Title – Getting Started with Online Surveys & Feedback Feed back & Surveys Length: 45 minutes - 2 hours

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Description: I will present this live, guided demonstration of Constant Contact's online survey tools. In this time efficient, highly practical two hour session, you will learn the basics so you can get going with your own feedback and survey forms, This session will cover:

- How to create an online survey or form using Constant Contact
- Using a template or starting from scratch
- Add and Edit questions in your form
- How to add a logo or graphic to your survey
- How to post a link to your survey, and email invites to participate
- We'll show how easy it is to load a list of contacts you want to invite
- Review the reports Constant Contact provides with survey responses It's a relaxed, friendly educational session — bring your questions!

Is this seminar right for you? This seminar is suitable for anyone new to Constant Contact, or who just wants a hand learning how to use our products.

Title – Getting Started with Deals & Promotions: A Live, Guided Demonstration of Constant Contact's Special Offer Campaigns Offers & Promotions

Length: 45 minutes - 2 hours

I will present this live, guided demonstration of Constant Contact's local deals and offers tool. In this time-efficient, highly practical two hour session, you will learn the basics so you can get going with your own marketing.

The session will cover:

- Setting up your Constant Contact account
- Review of Trackable Coupons and Local Deals tools
- Creating a campaign and editing the template
- Branding your campaigns with your logo, colors and photos
- Contacts and how to import your email lists
- Making it easy and valuable for others to share your deal via social media
- Reports, Tracking and managing redemption It's a relaxed, friendly educational session — bring your questions!

Is this seminar right for you? This two-hour seminar is suitable for anyone new to Constant Contact, or who just wants a hand learning how to use our products.

Title – Getting Started with Event Promotion & Registration Events & Registration

Length: 45 minutes - 2 hours

Description: I will present this live, guided demonstration of Constant Contact's event promotion and registration management tools. In this time-efficient, highly practical two hour session, you will learn the basics so you can get going with your own event marketing. The session will cover:

- How to create an event with registration
- Review of event campaign templates available
- Branding your event campaign with your logo, colors and photos
- Editing the event homepage and invitations
 - Review of contacts and how to import your email lists
- Getting more attendees by promoting the event online
- Reports, Tracking and interpreting your results

It's a relaxed, friendly educational session — bring your questions

Boot Camps! Cost \$149 per session

Do have or want to try Constant Contact and you are not sure where to even start?

Join me for a ½ (1 session) or full day (2 sessions) of training on how to use Constant Contact, email and social media marketing through their platform. We will cover everything from how to send an email all the through how to create a Facebook campaign to drive in business.

This is an in-depth program so please bring your laptop and passwords for all of your social media accounts. You will not be sharing this information with me, but you will be logging in to your accounts. Auto fill of passwords will not be sufficient for this task. We will be creating an email and sending during the class so please make sure you have your business logos, colors, any images you wish to promote and contact list ready to go. Class size is limited to 10 participants to allow for hands on education. Tablets or iPads will not be sufficient for class.

Session One - Morning:

Email Marketing – How to do it and what it looks like today. Email marketing has drastically changed over the last five years. Not only do you need to know how and why to do it, you need to make sure it is mobile ready. This is a critical tool in your small business marketing kit. Without it, you are loosing business to your competitors.

Session Two – Afternoon

Social Media Campaigns – How to set them up and manage them through your constant contact portal. Imagine all the metrics for your marketing efforts on one dashboard! Now

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you can track and grow your business with one log in. Learn how to save hours a week and get back that time and use it to enjoy your business or hobbies.

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