

You're Social, Now What?

Making Social Media Work for Your Business



Janet Cohen

Authorized Local Expert and Certified Solution Provider

President, Janet Cohen Consulting

(409) 220-3200 (office)

(713) 252-3700 (mobile)

janet@janetcohen.com



Grow with Constant Contact

Get results fast, with affordable, easy-to-use engagement marketing tools and free coaching.



**Newsletters
& Announcements**



**Offers
& Promotions**

**Feedback
& Surveys**



**Events
& Registrations**

Agenda

- Is it right for my business?
- How to create content
- How others are using it
- Next steps
 - Etiquette
 - Email & social – you have to use both
 - How do I know if it's working?





Facebook | [Twitter](#) | [LinkedIn](#) | [Google+](#) | [Pinterest](#) | [Next steps](#)

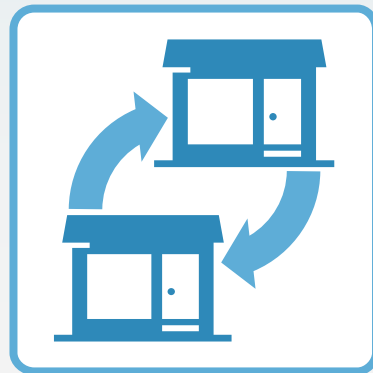


Is it right for my business?



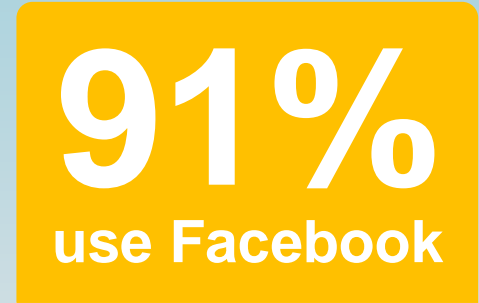
B2C

Source: B2C Content Marketing 2014 Benchmarks, Budgets and Trends



B2B

Source: B2B Content Marketing 2014 Benchmarks, Budgets and Trends

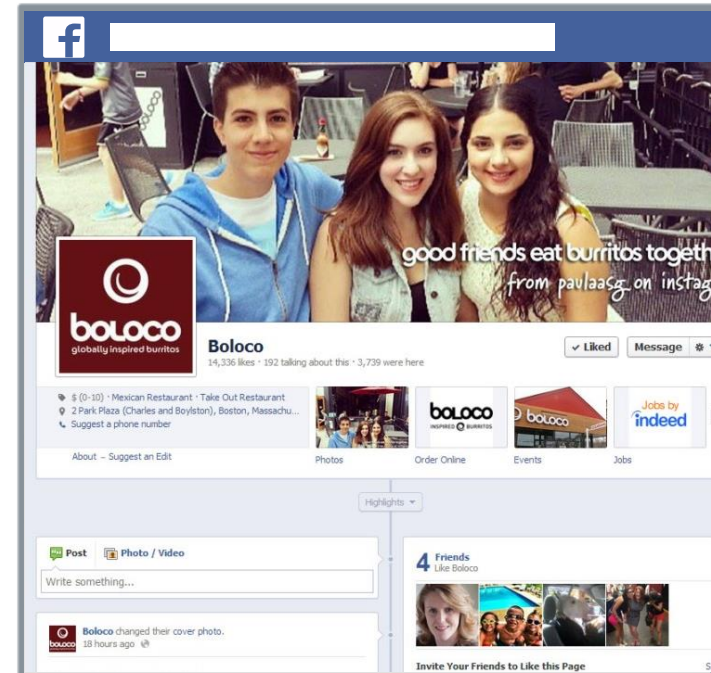


Nonprofit

Source: Nonprofit Content Marketing 2014 Benchmarks, Budgets and Trends

Is it right for my business?

- If you have the resources (time, staff)
- If you have content to share
- If you need to be found



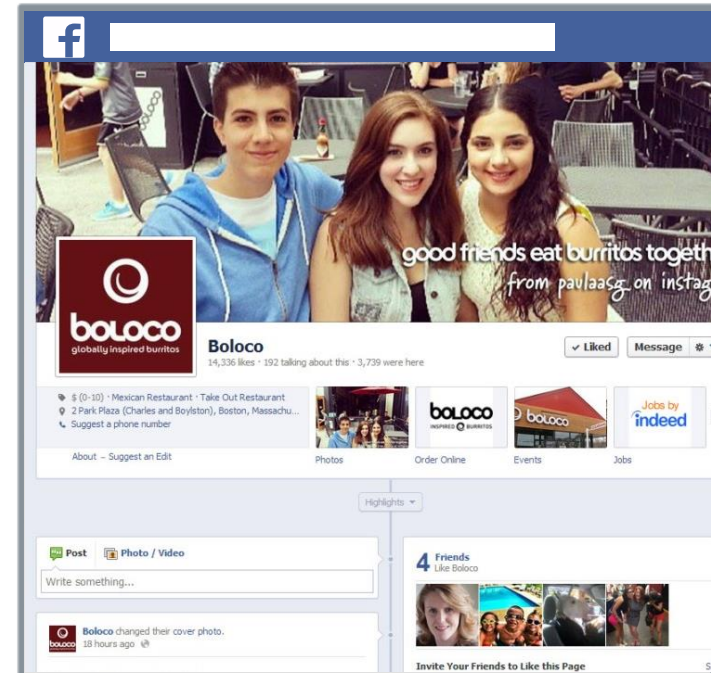
Facebook content

Low volume/high value

Minimum: 3 X per week

Maximum: 10 X per week

Quality vs. quantity





Content best practices

Get likes, shares, comments

Entertain, invite conversation, ask questions, images & video

Be useful & informative

Industry info, hints + tips, curate content

About your business

Calls to action, not “buy now”



50%

30%

20%

Content types: Text updates



Constant Contact August 27

YOU tell US: What I don't understand about #Pinterest is _____ !

Like · Comment · Share · Assign To 3

7 people like this. Top Comments

Write a comment...

Sally Attianese I don't understand how it would benefit my business and who sees it. If it is only very young people (tweens) they probably are not interested in Merle Norman Cosmetics.
Like · Reply · 1 · August 27 at 10:09am

Constant Contact The biggest age group on Pinterest is 25-35 which is closely followed by 35-44.
Like · August 27 at 2:43pm

Write a reply...

Cheryl Leitschuh Haven't tried it. I don't understand how it will assist with my business.
Like · Reply · 2 · August 27 at 8:06am via mobile

Constant Contact replied · 3 Replies

View 40 more comments

Fill-in-the-blank



Constant Contact August 4

QUESTION: What would you call this functionality: Account owners can create different logins for up to 10 users and provide/prevent access to certain account functionality based on that login information.

A. Multiple logins
B. Multi-login access
C. Multi-user
D. Other, _____

Like · Comment · Share · Assign To 25 63

25 people like this. Top Comments

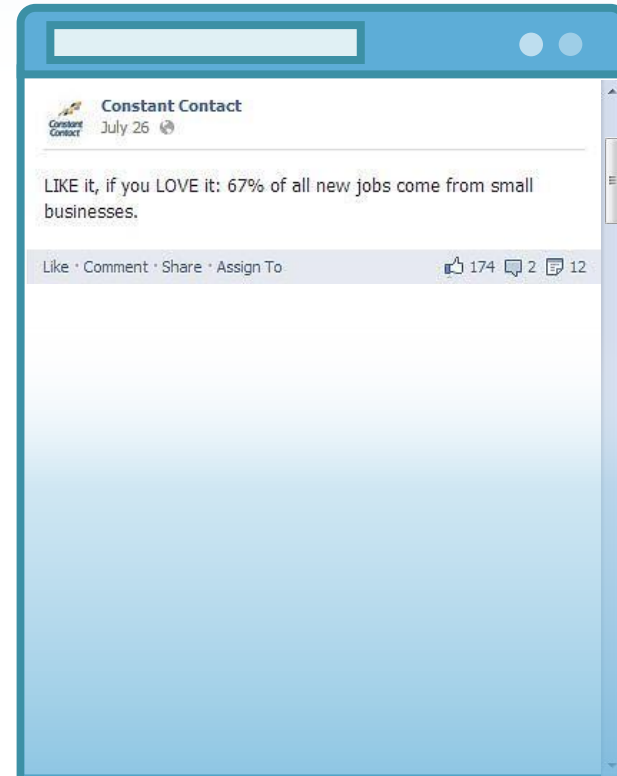
Write a comment...

Constant Contact Thanks for all the feedback! Looks like C is winning!
Like · Reply · 3 · August 5 at 9:55am

Kay Aleksic When?
Like · 1 · August 5 at 10:34am

Brenda Holiday Rather What does C mean, exactly? A two-word description is actually not very descriptive.
Like · August 5 at 10:40am

Question



Constant Contact July 26

LIKE it, if you LOVE it: 67% of all new jobs come from small businesses.

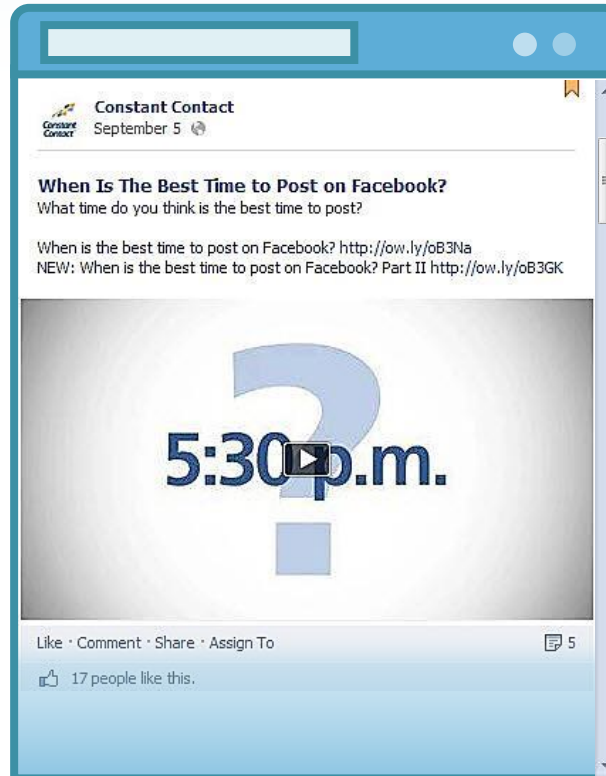
Like · Comment · Share · Assign To 174 2 12

Fun fact or tip

Content types: Visual



Photos



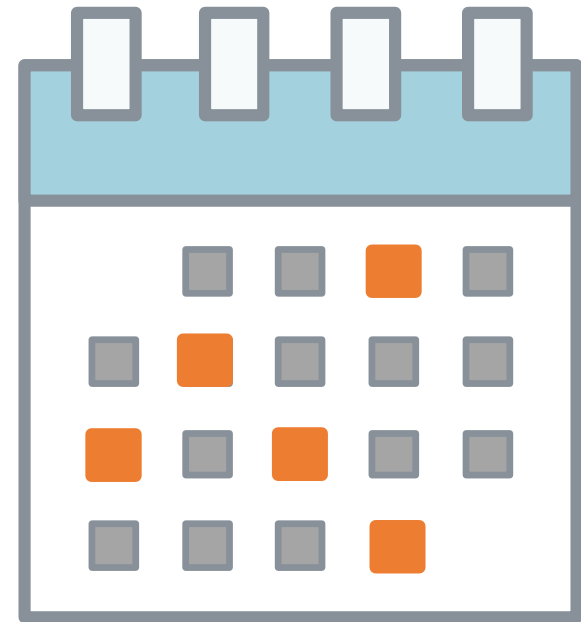
Videos



Digital Content

Create an editorial calendar

- Plan weekly
 - Take time on Friday to think about the next week
- Be flexible
 - Leave 1 or 2 posts open for something that comes up



How others are using it

Boloco

- Asks questions
- Shares multimedia
- Is helpful
- Involves fans



What do I do next?



1. Try a fill-in-the-blank or question post



2. Create and share visual content



3. Monitor your page. Is your content engaging?



Facebook | **Twitter** | LinkedIn | Google+ | Pinterest | Next steps



Is it right for my business?

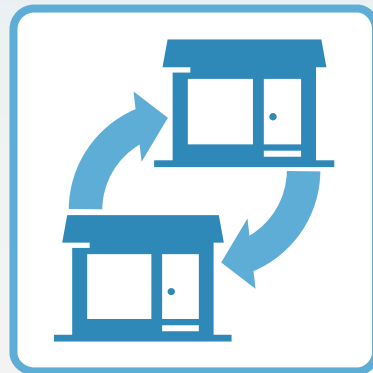
80%
use Twitter



B2C

Source: B2C Content Marketing 2014 Benchmarks, Budgets and Trends

85%
use Twitter



B2B

Source: B2B Content Marketing 2014 Benchmarks, Budgets and Trends

69%
use Twitter



Nonprofit

Source: Nonprofit Content Marketing 2014 Benchmarks, Budgets and Trends



Is it right for my business?

- If you have the resources (time, staff)
 - For content creation and curation
 - For monitoring
- If you are (or want to be) a thought leader





Twitter content

High volume/low value

Minimum: 5 X per day

Maximum: none

Quantity is key

Currier Museum
@CurrierMuseum

The Currier Museum of Art has American & European art, the F
Lloyd Wright-designed Zimmerman House, programs for all ag
Café & Shop all in Manchester, NH
Manchester, New Hampshire currier.org

1,720 TWEETS	960 FOLLOWING	4,656 FOLLOWERS
-----------------	------------------	--------------------

Tweets

Currier Museum @CurrierMuseum
Join us and @theatreKAROM this Sunday, Jan. 12 for a play



Content best practices

Create vs. curate

Retweets = sharing the love

Hashtags

The collage features several examples of content:

- A tweet from Constant Contact (@ConstantContact) dated Feb 13, retweeted by @jongabriel, mentioning the UCF Art Gallery and a mailing list sign. The sign text reads: "Text us to join our mailing list! Just send us your email address by text message: Text UCFGALLERY to 22828 to get started." It also includes a QR code and a smartphone image.
- Partial tweets from Constant Contact with titles like "4 To Succ", "Why ow.ly", and "265 Motivating #Quotes for #SmallBusiness Owners".
- Other partial text elements like "ost", "keting =", "16h", "GRAPHIC]", and "3 Sep".



Let's talk about hashtags



Constant Contact @ConstantContact

3 Sep

265 Motivating #Quotes for #SmallBusiness Owners ow.ly/ovYyl

- What is a hashtag?
- Used across social networks
- What's the point?
- How to create a hashtag
- Hashtag abuse



Content types: Text updates



Constant Contact @ConstantContact

10 Ways you can use images to make your emails amazing:
ow.ly/oDJ6u

Expand

Post with a link



Constant Contact @ConstantContact

Facebook is leading among all the social websites with 82% of small businesses registered; would you have guessed it is followed by YouTube?

Stats, facts or tips



Constant Contact @ConstantContact

18 S

"You may be disappointed if you fail, but you are doomed if you don't try."
Beverly Sills

Quotes



Content types: Visual

Constant Contact @ConstantContact

@RoxysGrilledChz just arrived and there's already a long line of hungry @ConstantContact folks! pic.twitter.com/TOKi0HMvDB

Hi Reply Retweet Favorite Buffer More Assign To

Photos

Constant Contact @ConstantContact 9 Sep

Happy Monday! Back to work! vine.co/w/h1hZM2AadrD

Hi Reply Retweet Favorite Buffer More Assign To

Vine

Constant Contact's post on Vine

Videos

Constant Contact @ConstantContact Following

Small business #tip
pic.twitter.com/OHRxCMNXJu

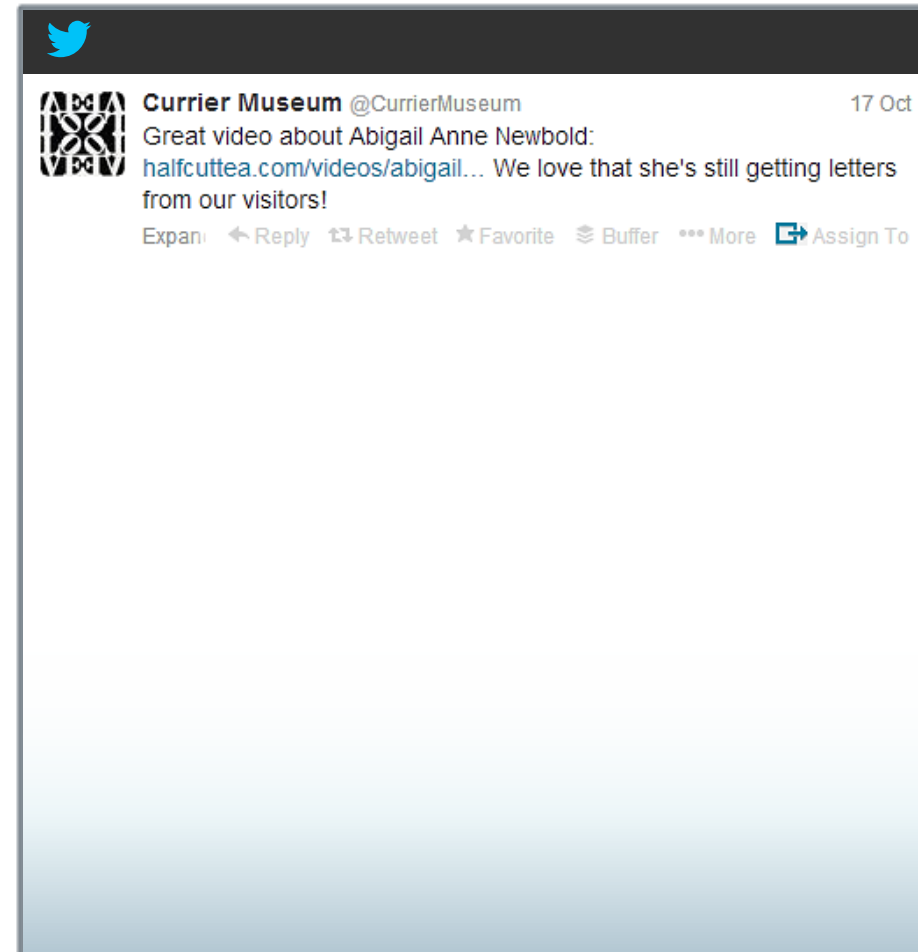
Reply Retweet Favorite Buffer More Assign To

Graphics

How others are using it

Currier Museum of Art

- Posts news and events
- Shares fun facts
- Retweets others
- Curates content





What do I do next?



1. Tweet at least
5 X per day



2. Share curated
content



3. Retweet or
thank a follower



[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#) | [Pinterest](#) | [Next steps](#)



Is it right for my business?

71%

use LinkedIn

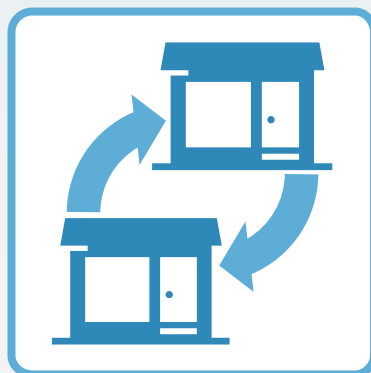


B2C

Source: B2C Content Marketing
2014 Benchmarks, Budgets and
Trends

91%

use LinkedIn



B2B

Source: B2B Content Marketing
2014 Benchmarks, Budgets and
Trends

53%

use LinkedIn



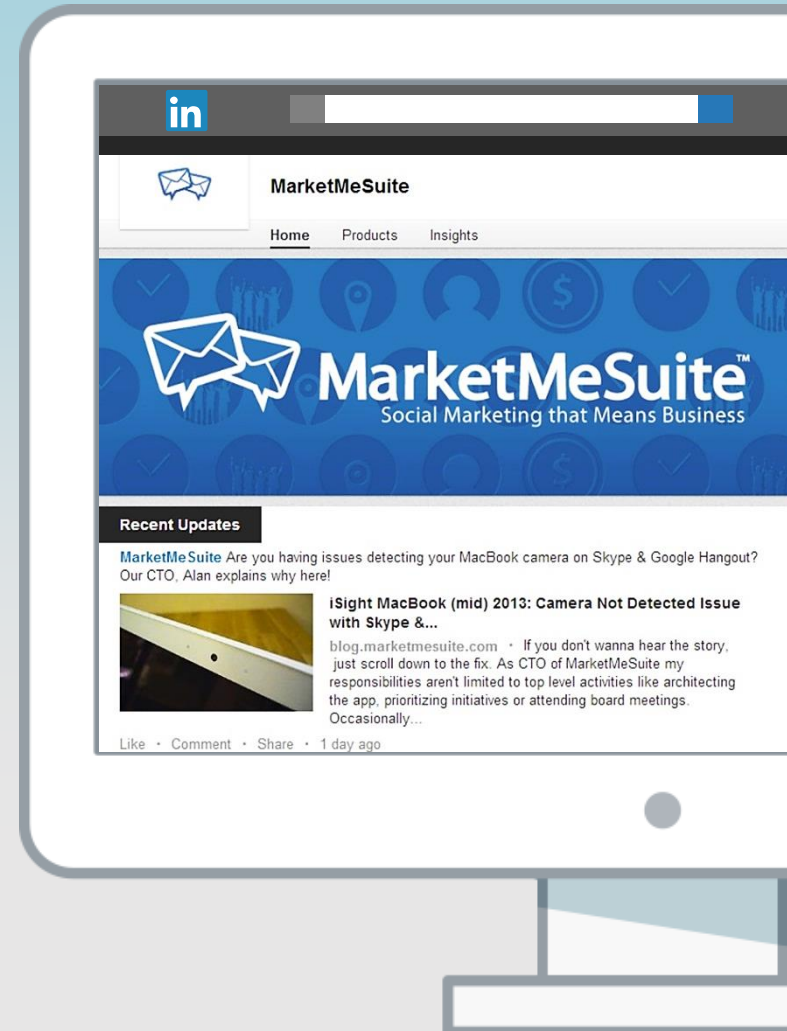
Nonprofit

Source: Nonprofit Content
Marketing 2014 Benchmarks,
Budgets and Trends



Is it right for my business?

- If you are a B2B
- If you are (or want to be) a thought leader





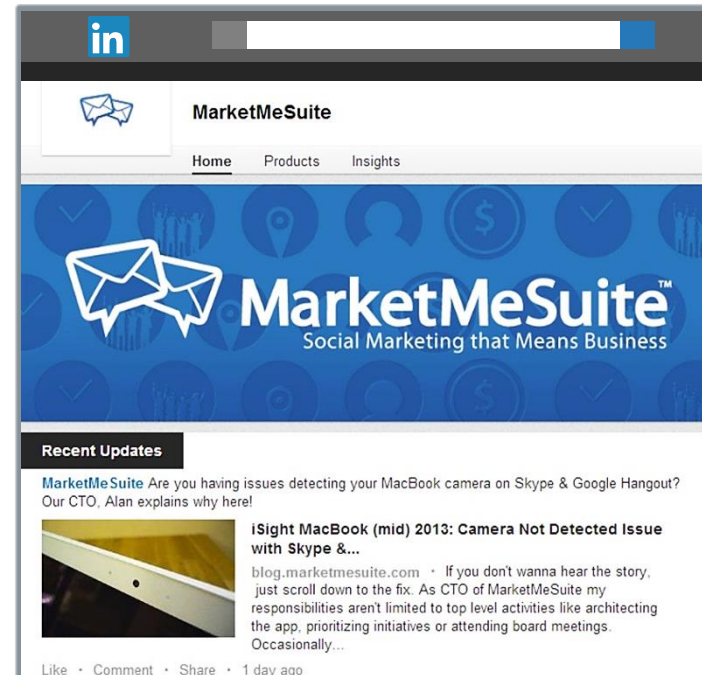
LinkedIn content

Low volume/high value

Minimum: 2 X per week

Maximum: 5 X per week

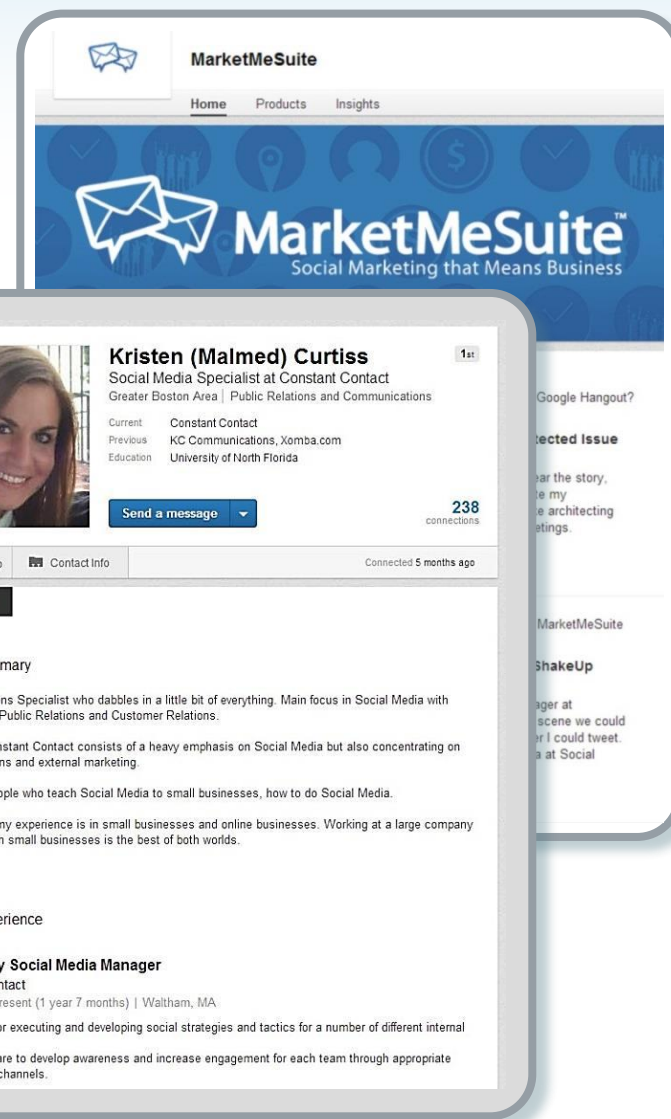
More formal and technical






Page vs. profile

- What's the difference?
- Fill out all of the information
- Add content:
 - Company culture
 - Products & services
 - Recommendations



in Content types: About you

Constant Contact A New Look for Constant Contact Events! <http://ow.ly/nReNp>



A simpler way to do events is now here.

Like (5) • Comment (1) • Share • 1 month ago

Beverly Yip, Cyndi Kwong +3

Michael Neundorff Great! I'm looking forward to trying it. 1 month ago

Product updates

Constant Contact Got an idea to help a small business? Now you can apply to make it a reality in our new 'SMB InnoLoft' space at our Massachusetts headquarters!

Constant Contact creating a space for startups at its Waltham HQ

SMALL BUSINESS InnoLoft
at Constant Contact

boston.com - One of the area's biggest digital marketing companies, Constant Contact, is searching for a few roommates that care as much as it does about serving small businesses. Constant Contact is carving out 30,000 square feet at its Waltham headquarters...

Like (7) • Comment (2) • Share • 16 days ago


Lynn Naughton Moore, Natalia Hall +5

Michael Neundorff That's a terrific idea! 16 days ago

Paul Marmai Thought provoking article on Boston.com today. Makes great sense to seek ways to maximize the value of the existing customer relationships and if those customers in turn see value then I think your on to something. Still trying to figure out how all the pieces will work. Keep us posted...less 15 days ago

Behind the scenes

Constant Contact What's it like working at Constant Contact?



Video - The Constant Contact Support Team

youtube.com - Interested in a career at Constant Contact? Visit us at <http://bit.ly/PjhWOx> to learn more. At Constant Contact, we love what we do, and we do a lot to help small businesses and nonprofits. We're looking for innovative, smart, and passionate...

Like (2) • Comment (1) • Share • 21 days ago


Katie Maillet and Chase Crowson

Julie Basile, M.S. Fabulous job!! Love the video! 5 days ago

Recruiting

in Content types: Useful info

Constant Contact Here are a few rules of thumb to follow in order to have the most impact with your emails and demonstrate proper email etiquette.




How Long Should My Emails Be? | Constant Contact Blogs
blogs.constantcontact.com · Here are a few rules of thumb to follow in order to have the most impact with your emails and demonstrate proper email etiquette.

Like (5) · Comment · Share · 1 day ago

Paul Carroll, gina Meyer +3

Blog posts

Constant Contact Our free online marketing guides offer best practice and how-to advice to help you overcome your biggest marketing challenges. Whether you're looking to improve your email marketing, get started on a new social network, or just get advice to help... more




Small Business Marketing Resources & Guides
blogs.constantcontact.com · Our free online marketing guides offer best practice and how-to advice to help you overcome your biggest marketing challenges. Whether you're looking to...

Like (2) · Comment · Share · 2 days ago

Fred Maurer and Diane Siefkes

Guides/ebooks

Constant Contact Check out LinkedIn's NEW marketing guide..



Introducing the Sophisticated Marketer's Guide to LinkedIn
marketing.linkedin.com · Get ready to take your social media marketing to the next level, tap into the professional mindset and embrace the vast opportunities that await when you use LinkedIn for marketing. This new guide will help you achieve your marketing goals.

Like (7) · Comment · Share · 7 days ago

SetGo Scheduling, Elena Bell +5

Industry news

What do I do next?



1. Fill out everything on your page



2. Be active – post at least 2 X per week



3. Try sharing something about your industry



Facebook | Twitter | LinkedIn | **Google+** | Pinterest | Next steps



Is it right for my business?

55%

use Google+

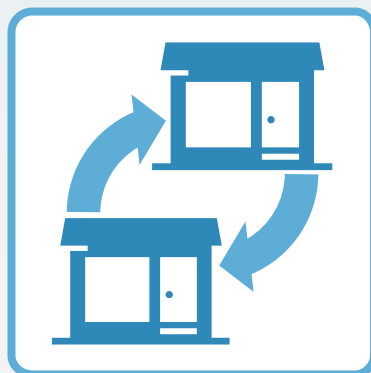


B2C

Source: B2C Content Marketing
2014 Benchmarks, Budgets and
Trends

55%

use Google+



B2B

Source: B2B Content Marketing
2014 Benchmarks, Budgets and
Trends

23%

use Google+



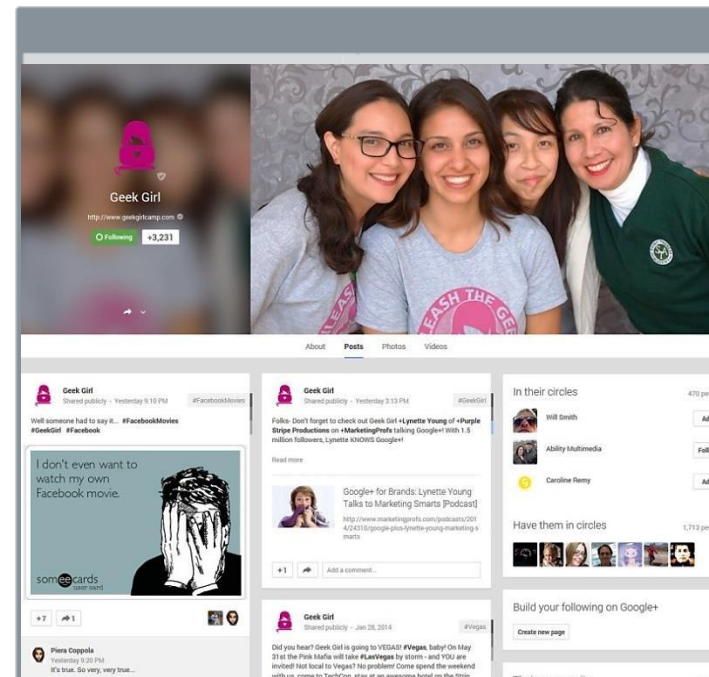
Nonprofit

Source: Nonprofit Content
Marketing 2014 Benchmarks,
Budgets and Trends



Is it right for my business?

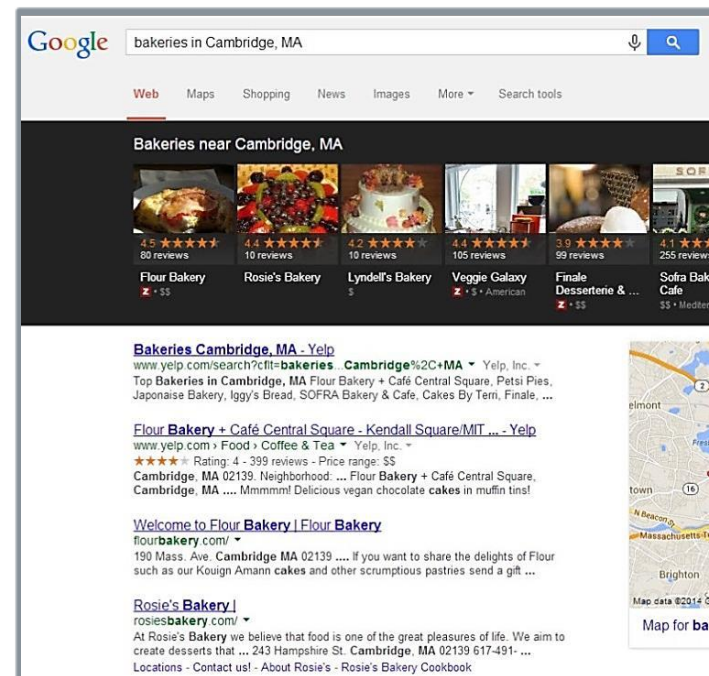
- If you are a content creator
- If you have the time
- If you want more SEO value





Let's talk about SEO

- Google uses an algorithm
- You need to create fresh content regularly
- Use the right keywords
- Google ♥ Google





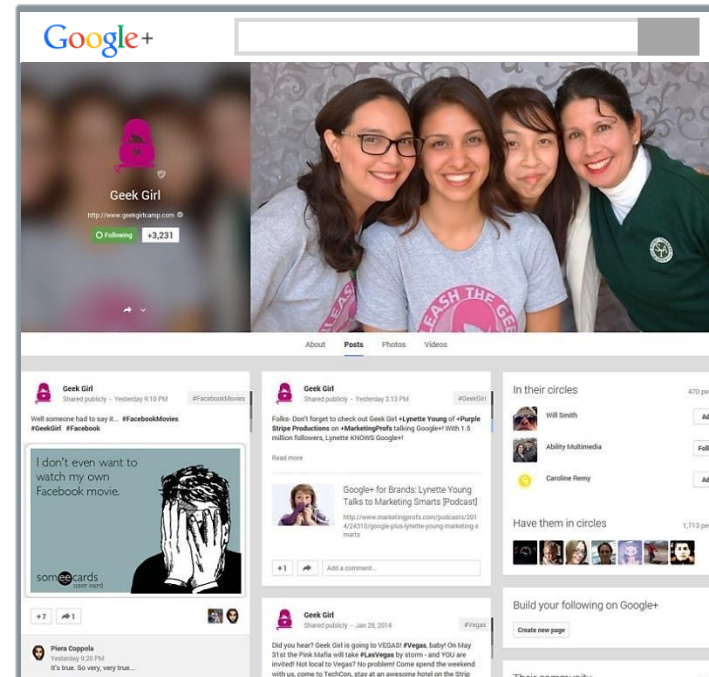
Google+ content

Medium volume/high value

Minimum: 3 X per week

Maximum: 10 X per week

Keywords = searchability






Content types: Useful info


Constant Contact
Shared publicly - Jan 30, 2014 #smallbusinesses

You may have noticed that there's been a lot of talk about the ways people find #smallbusinesses online and why making it easy for people to discover your business is crucial to your success. When you know how people are finding your business, it gives you the

Read more



5 Ways to See How New Customers are Finding Your Business
<http://blogs.constantcontact.com/fresh-insigh...>

+1 

Robert Lewis Jan 30, 2014
Well SEO is certainly one, social is another, word-of-mouth is a third and mailers/radio/tv ads are another!

Blog posts

Constant Contact
Shared publicly - Dec 6, 2013 #SocialMedia

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 webinar will show you the value of using social media to reach your

Read more



Webinar: Getting Started with Social Media


 Tue, December 10, 2013, 11:00 AM
 Constant Contact went

Did you go?


Events


Constant Contact
Shared publicly - Dec 27, 2013 #ConstantContact

Check out Constant Contact customer Baked by Melissa talking about how they grew their business in this great video on Mashable!



Bite-Size Idea Made a Big Difference for Cupcake Shop
<http://ow.ly/rT4ai>

+2 

 **Nine Dotz Consulting**
Dec 27, 2013 +7
What a great story!

Industry news



Content types: Multimedia

Constant Contact
Shared publicly - Dec 19, 2013

Keep an eye on your inbox today... we have a special surprise in store for our customers!

2013-12-19
4 photos

+1 1 Add a comment...

Photos

Constant Contact
Shared publicly - Jan 18, 2014 #Marketing

Google+ has become a large question mark for many small business owners.

If you're a Constant Contact Solution Provider, marketing consultant, or B2B service provider who wants to get ahead of the game you may be wondering...

Why should you care about Google+? Should you attempt it? Where will you find time for another social network? How do you use it?

All good questions and you're not alone in asking them.
<http://ow.ly/slmHe>
Show less

What Is Google Plus?

Videos

Constant Contact
Shared publicly - Jan 15, 2014 #SmallBusinessTip

Having a mobile-friendly website or app is important, but it's also vital to make sure your business listings are mobile-friendly as well. If you haven't already, be sure to claim your listings on the mobile apps where consumers are performing local searches for your industry, and include a mobile-friendly version of your menu or list of products and services so consumers can find the information they need to make a purchase decision. #SmallBusinessTip

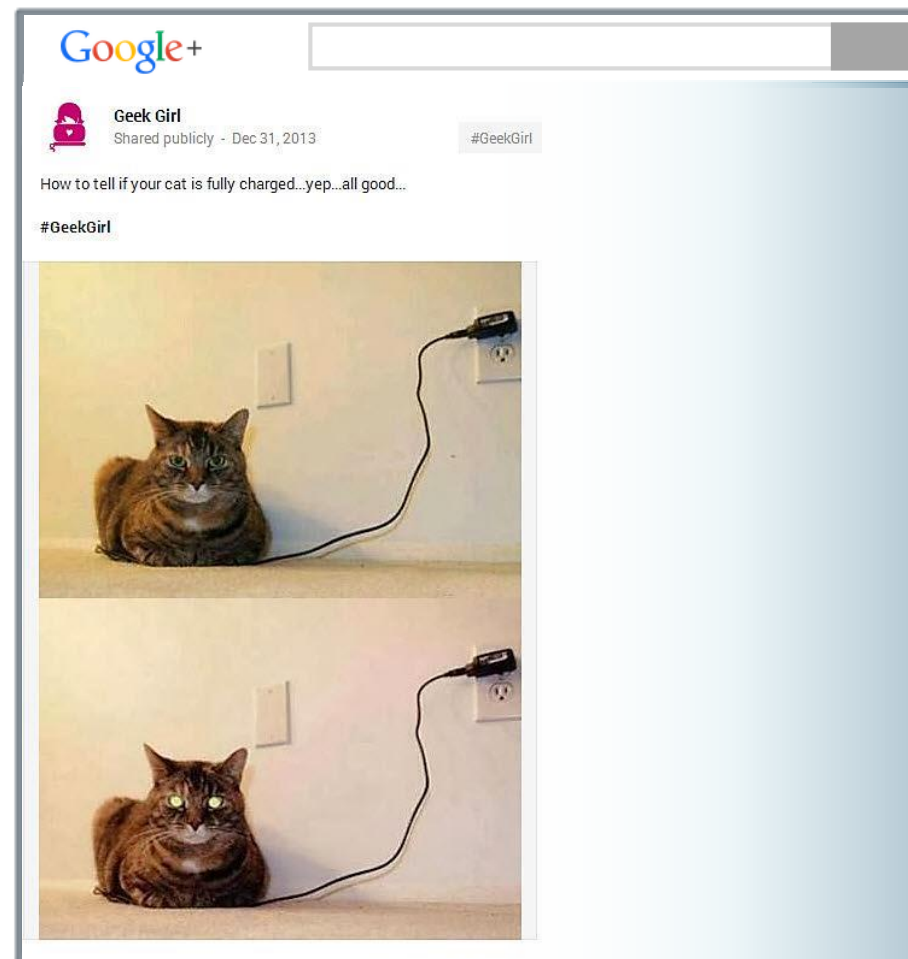
50%
of smartphone users use local maps to find retail locations.
[Google Mobile Movement Study]

Graphics or e-publications

How others are using it

Geek Girl

- Shares blog posts
- Provides industry news
- Posts events
- Shares photos
- Uses humor





What do I do next?



1. Share your
blog posts



2. Post a photo
or a video



3. Use keywords
that will get you
found



[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#) | **[Pinterest](#)** | [Next steps](#)



Is it right for my business?

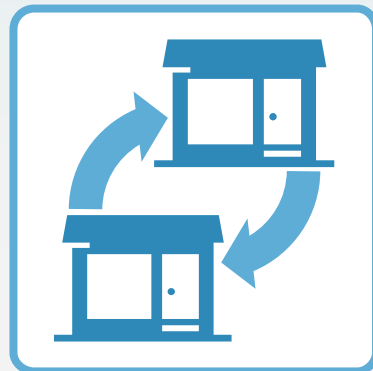
53%
use Pinterest



B2C

Source: B2C Content Marketing
2014 Benchmarks, Budgets and
Trends

34%
use Pinterest



B2B

Source: B2B Content Marketing
2014 Benchmarks, Budgets and
Trends

24%
use Pinterest



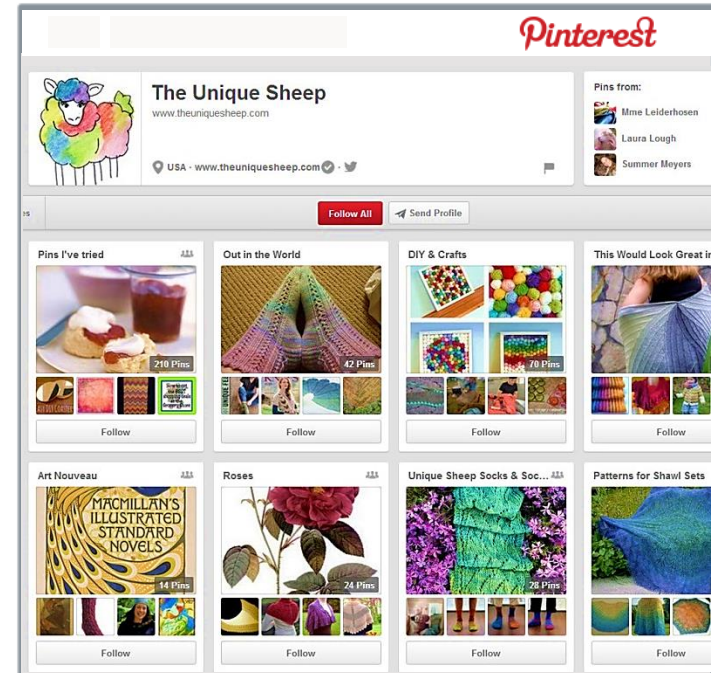
Nonprofit

Source: Nonprofit Content
Marketing 2014 Benchmarks,
Budgets and Trends



Is it right for my business?

- If you have products to sell
- If you have images to share
- If you want to build awareness of your brand





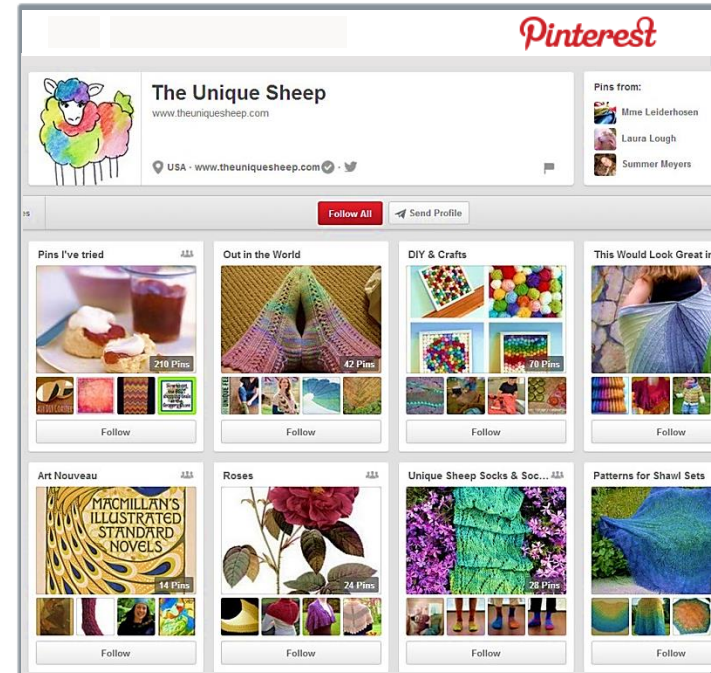
Pinterest content

High volume/high value

Minimum: 5 X per day

Maximum: 10 X per day

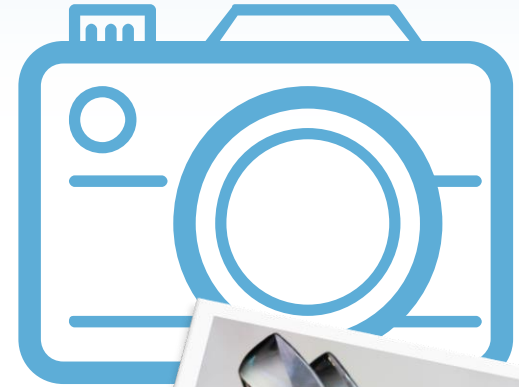
Quality images = important



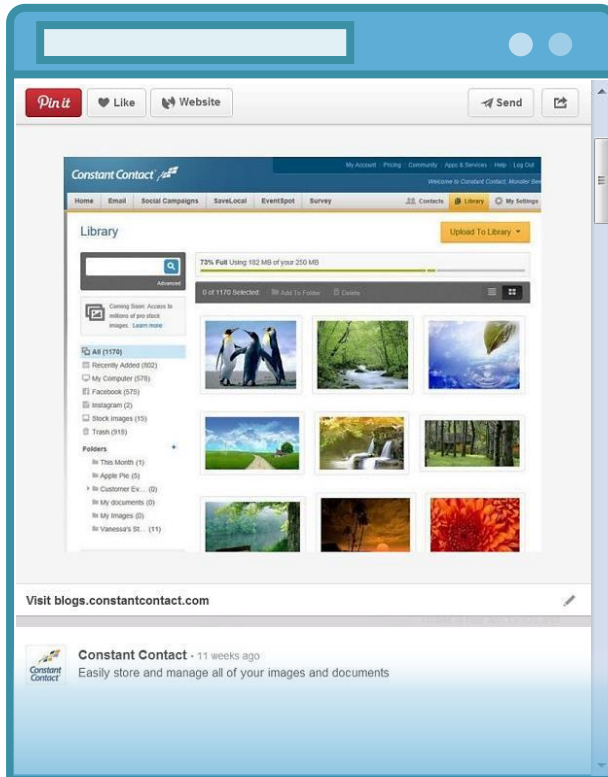


Why visual content is important

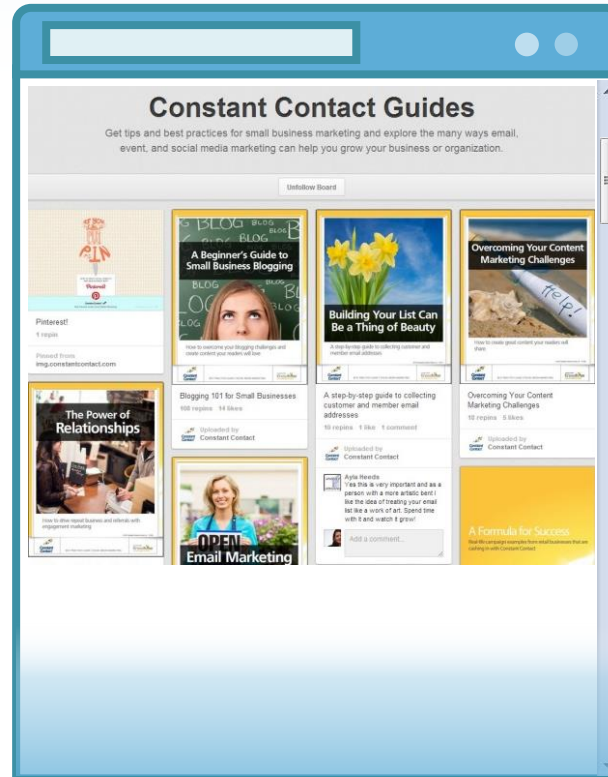
- **90% of information** transmitted to the brain is visual
- Photos are **liked 2X more** than text updates
- **67% say images are very important** in selecting and purchasing a product



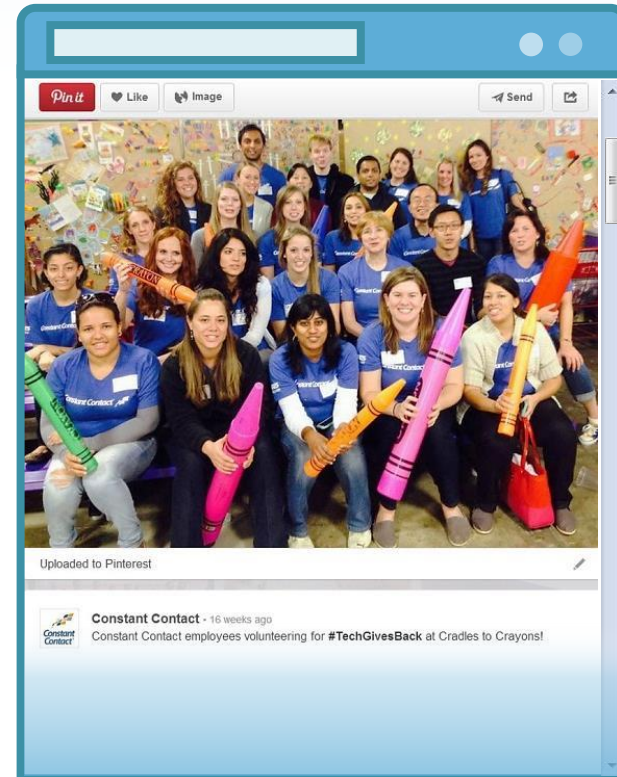
Content types: About you



Products



Digital assets



Photos and videos



Content types: Useful and interesting

Stats & Facts: Email Marketing & Social Media
Get the facts! Email marketing and social media make a great pair!

Edit Board | Send Board

Shareaholic: SocialMedia traffic details

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Views	1000	1200	1500	1800	2000	2200	2500	2800	3000	3200	3500	3800
Shares	50	60	70	80	90	100	110	120	130	140	150	160
Comments	10	12	15	18	20	22	25	28	30	32	35	38

Study Reports 20% of Overall Traffic Comes From Facebook and Pinterest

65% of all email gets opened first on a mobile device -- and that's great news...

50+ fascinating stats about mobile commerce in the US

50% of Professional Services Small Businesses Are Optimistic

Of the 65 percent of email that gets opened on mobile gadgets, smartphones take home the lion's share of messages. Around 16 percent of users...


40 percent of all mobile searches were performed with a social intent -- and this number is still on the rise.

20 mind-blowing social media statistics: three years later

Engagements: 16,858 | 35,339

Curated content

Pin it 4 | Like 1 | Website




Visit blogs.constantcontact.com

Constant Contact · 8 weeks ago
35 Creative Ways to Use Images on Facebook

Blog posts

Pin it 15 | Like | Website | Send | Share



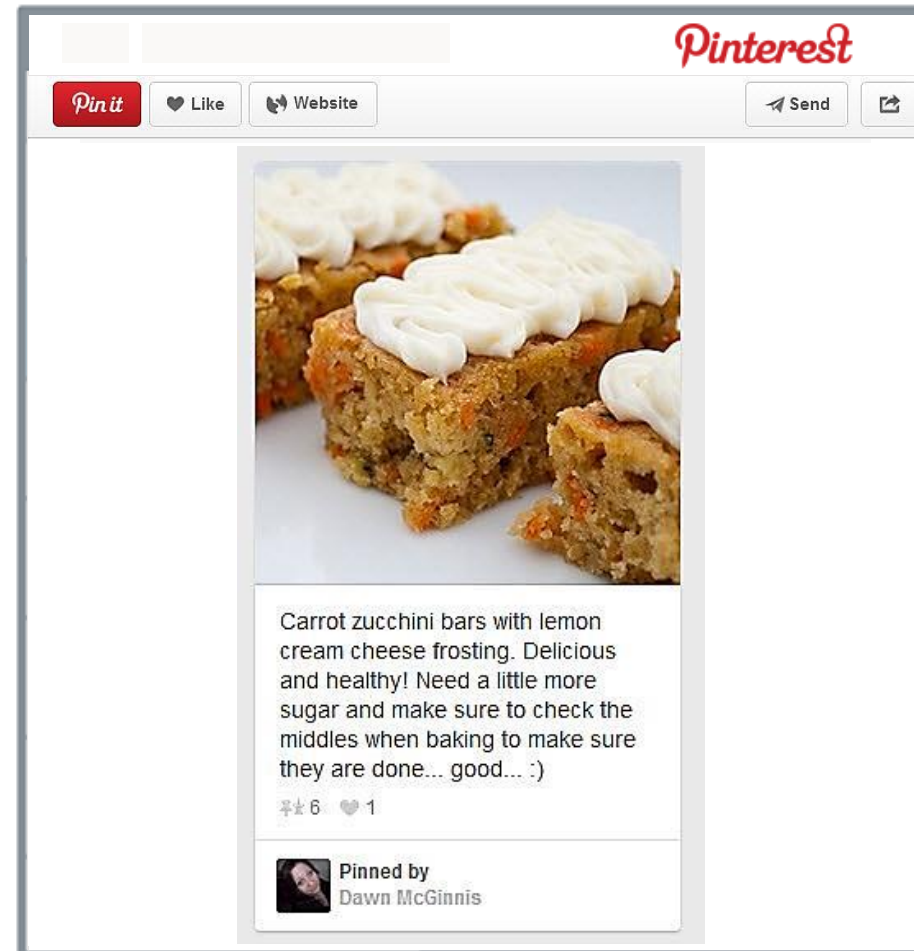
Visit inthiswonderfultlife.com

Quotes or tips

How others are using it

The Unique Sheep

- Pins its products
- Provides useful pins
- Curates
- Tries how-to pins





What do I do next?



1. Create 3-4 boards to start



2. Install the Pin It button
about.pinterest.com/goodies



3. Provide a description and link in your product pins

Etiquette



Not completing
your page

Talk about yourself
all the time

Infrequent posting
or posting too much

Ignore your fans

Delete negative
comments

Forget to provide context



Fill out all the information about your
business, add your logo and photos

Balance self-promotion with
helpful and entertaining content

Be active, but
don't overdo it

Say thank you, answer questions

Be helpful, create a positive
experience

Include a comment when sharing



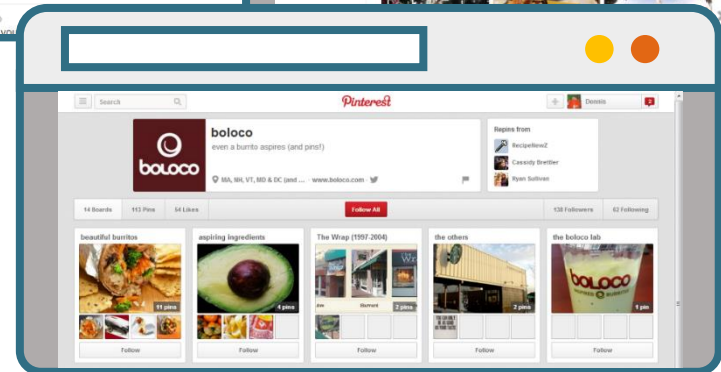
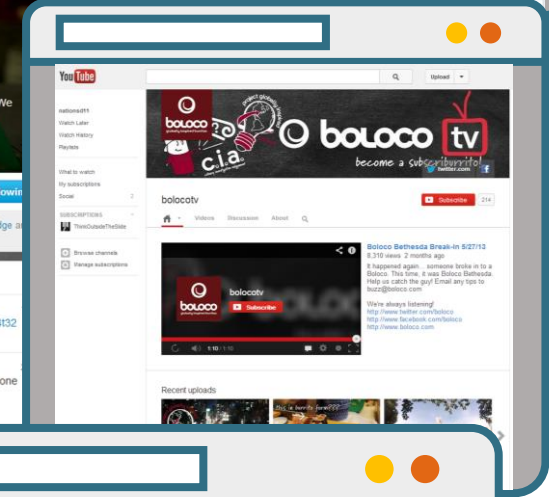
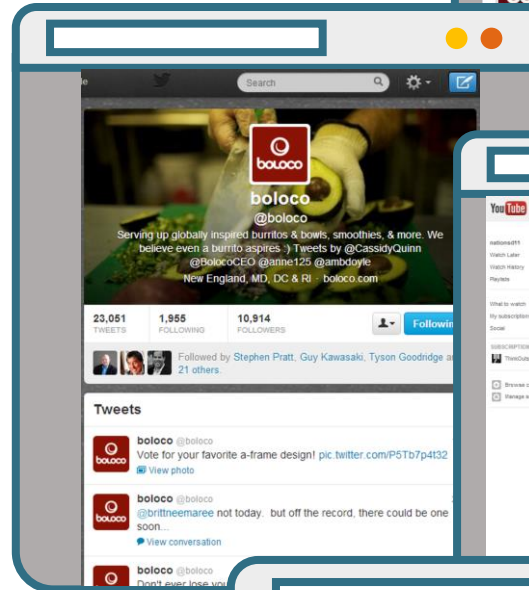
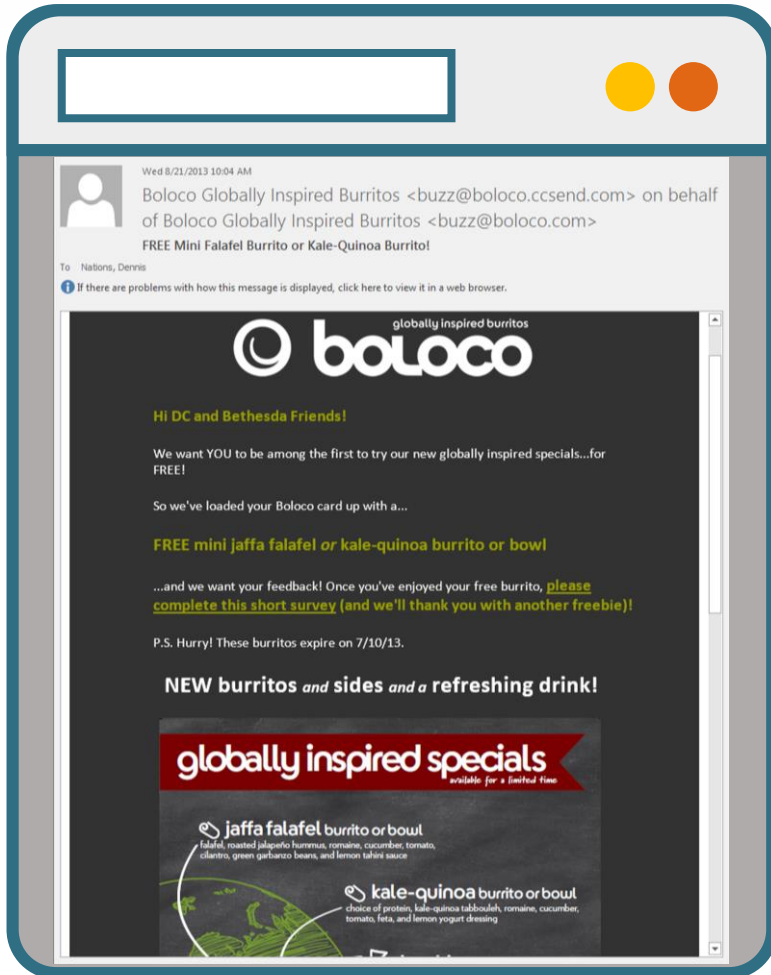
[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#) | [Pinterest](#) | **Next steps**

Email & Social

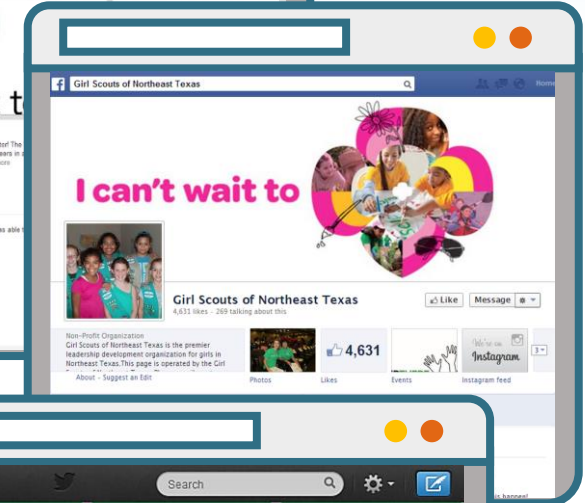
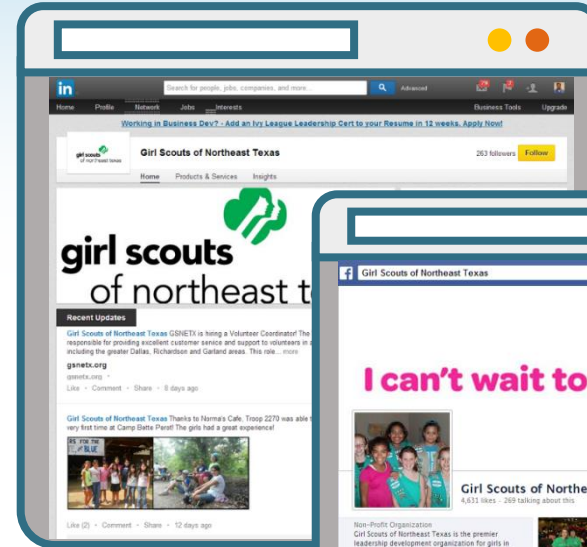
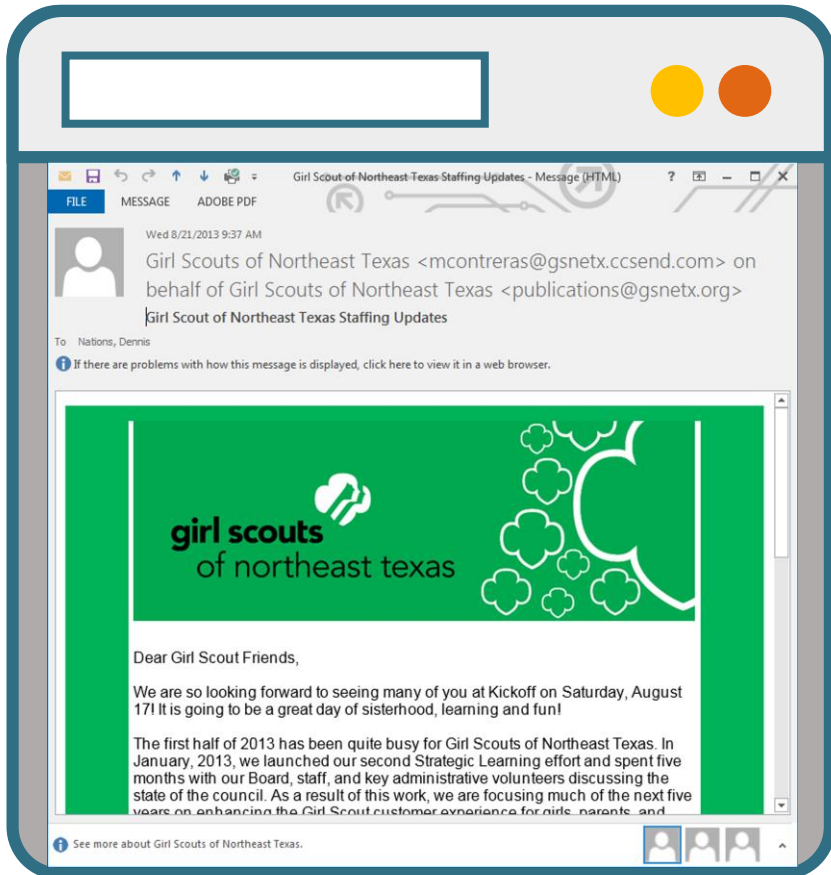
You **have** to use both



Email + Social



Email + Social



Email + Social

●
●

LIBERTY TAX NEWSLETTER

TaxTalk

4317 Lavista Road, Tucker, Ga 30084
 770-558-8055

TAX DOCUMENT CHECKLIST

Use this [checklist](#) to help gather all the necessary documents to complete your 2011 tax return. Not every document is relevant to every taxpayer, but this list may remind you of something you may have forgotten. We understand that many of these forms have yet to be mailed to you, but we are ready to start your return at anytime. Feel free to walk in or call us for an appointment at 770-558-8055.

HAVE THE NECESSARY DOCUMENTATION BEFORE CLAIMING THESE DEDUCTIONS

Tax deductions are a common and financially advantageous method individuals use to lower their tax liability, but certain tax breaks may attract the attention of the IRS more so than others. This is largely because certain deductions have more wiggle room in the numbers or stricter rules and stipulations than others and the tax agency wants to make sure those who apply truly qualify.

[READ MORE](#)
SHARE THIS ARTICLE:
[f](#)
[t](#)
[in](#)

FORGIVEN DEBT MAY IMPACT YOUR INCOME TAXES

Consumers who negotiate a debt forgiveness deal with their credit card lender may feel a sense of relief after the agreement is finalized, but many may find that they have a larger tax bill during filing season as a result. In many cases, the IRS considers forgiven debt as taxable income, a lesser-known scenario that many individuals are not aware of until their tax bill arrives.

[READ MORE](#)
SHARE THIS ARTICLE:
[f](#)
[t](#)
[in](#)

SOCIAL

Keep up-to-date on Liberty Tax Service's latest news, tips, events and announcements through Facebook and Tax Lounge.

Like us on Facebook

FOOD FOR THOUGHT POLL
Is keeping better track of financials and records to save on your taxes one of your New Year's resolutions?

TAKE POLL

●
●

g+
About Posts Photos Videos

TAX PREPARATION

Liberty Tax

Shared publicly · Aug 7, 2013

If you receive a letter from the IRS, don't panic, give us a call and we can help!

●
●

Liberty Tax
@libertytax

Official Liberty Tax Twitter account. Follow us for tax tips and important IRS and company news. Follow @libtaxfranchise to learn about Liberty Tax ownership.
libertytax.com

2,317 TWEETS
873 FOLLOWING
2,080 FOLLOWERS

Followed by Fred Sabbs, HootSuite and Julie Niehoff.

Tweets

Liberty Tax @libertytax 24h
@v2777mr We'd love to help! Please email customercare@libtax.com
View conversation

Liberty Tax @libertytax 24h
@JHdME Have a great training!
View conversation

●
●

Liberty Tax Service
Set the standard, improve each day and have some fun!

25 Boards
1,121 Pins
82 Likes

Follow All

149 Followers
323 Following

Around the Country

98 pins

Follow

Libby Bear

34 pins

Follow

Adventures of Miss Liberty ...

115 pins

Follow

Around Corporate

64 pins

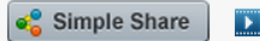
Follow

Tools to expand your reach

Simple Share tool

Social Sharing

Extend your reach using Social Networks:



Connect with Simple Share

First click on a social network to connect with Constant Contact. Yes, you'll be able to share on more than one. **Lets get started!**

Simple Share

Accounts: [Add](#) | [Manage](#)

Where would you like to share your message?



Preview and update your messages.

f **The Sunshine Group** Facebook Done Cancel

Enter Subject line here. <http://conta.cc/W3Q6II> 373

Click here to create a sub-title for your post.

Click to select an image

Use thumbnail



Facebook



Twitter



LinkedIn

Tools to expand your reach

Social media buttons



Tools to expand your reach

Offline

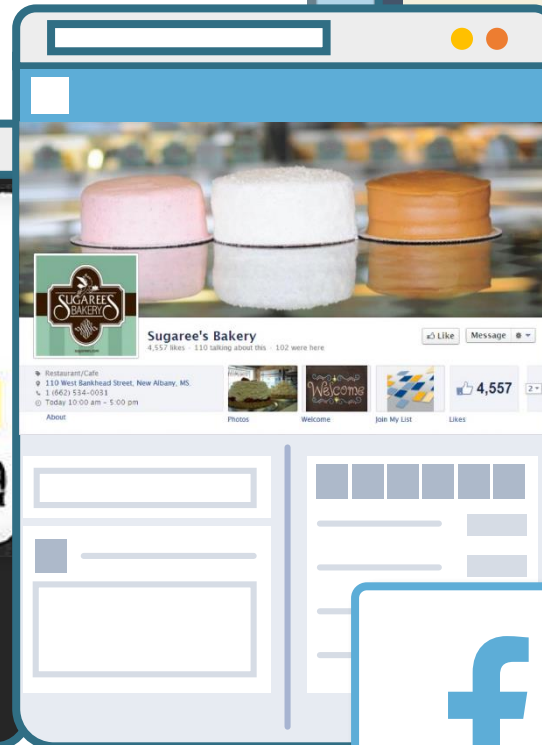
- At register
- With the check at end of the meal
- On registration forms



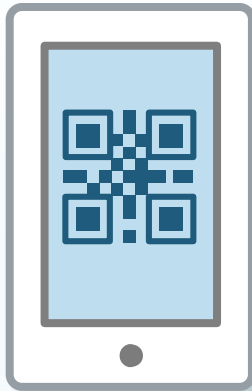
Tools to expand your list

Online

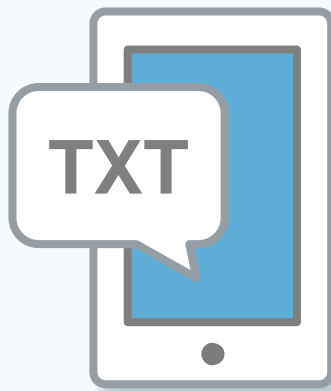
- **Web sign-up tool**
(app for website, Facebook, etc)



Tools to expand your list



Scan to Join™
from Constant Contact



Text to Join™
from Constant Contact



How do I know it's working?

- Engagement = content and frequency your audience wants
 - Likes, shares, comments, retweets, repins, +1s
- More followers
- It takes time



Go do it!

- Choose the networks that are right for you
- Try the strategies we suggest
- Keep track of audience engagement and your list growth



409-220-3200
713-252-3700
janet@janetcohen.com

Q&A



Sign up for Email Plus
before Dec 30 and get
30% off for 3 months
CODE SAVEQ416



Constant Contact® 
Helping small business do more business.®

Exclusive Offer for Today's Participants

.....**Be a Marketer with Constant Contact!**.....

30% OFF for your first 3 months of
Email or Email Plus

Promo Code: **SAVEQ416**

.....

*This promotion (the "Promotion") begins on October 1, 2016 at 12:01 a.m., Eastern Time ("ET") and ends on December 31, 2016 at 11:59 p.m., ET (the "Promotion Period"). If eligible Constant Contact customers purchase either the Email or Email Plus package levels of Constant Contact during the Promotion Period, they will receive a discount of 30% off of such purchased product for the first three months after they become a paying customer. Constant Contact customers will be eligible to participate in this Promotion if they (i) are a Constant Contact trial account holder or a new Constant Contact customer who has never been a paying Constant Contact customer, and (ii) become a paying Constant Contact customer and either enter the applicable promo code during check out by 11:59 p.m., ET, on December 31, 2016 or call their Constant Contact Authorized Local Expert and mention this offer during their Constant Contact Authorized Local Expert's normal business hours during the Promotion Period. After the first three months have ended, eligible participants will automatically be charged the current retail price for the product unless they cancel their accounts or the applicable product. This Promotion cannot be combined with any other Constant Contact promotion or special offer. Constant Contact offers a 30-day money-back guarantee on purchases of certain Constant Contact products, as more fully described at www.constantcontact.com/pricing. Constant Contact reserves the right, in its sole discretion, to suspend or cancel this Promotion at any time. This Promotion and all Constant Contact products and services are subject to the Constant Contact terms and conditions. This offer is not available to clients signed up under Single Bill.





Get 3 months of
Email Marketing
for only

\$5/mo.

Constant Contact 

Exclusive Offer for Today's Attendees

IF YOU BUY TODAY

**\$5/month for your
first 3 months of Email**

This promotion (the "Promotion") ends tonight, after this seminar (the "Seminar") at 11:59 p.m., local time (the "Promotion Period"). If eligible Constant Contact customers purchase the Email level product of Constant Contact during the Promotion Period, they will receive the Email level product at a discounted price of \$5 per month for the first three months after they become a paying customer. Constant Contact customers will be eligible to participate in this Promotion if they (i) are not currently a trialer or paying Constant Contact customer, (ii) attend the Seminar and receive this offer at the Seminar, and (iii) follow the link above and become a paying Constant Contact customer during the Promotion Period. After the first three months have ended, eligible participants will automatically be charged the current retail price for the Email level product unless they cancel their accounts. This Promotion cannot be combined with any other Constant Contact promotion or special offer. Constant Contact reserves the right, in its sole discretion, to suspend or cancel this Promotion at any time. This Promotion and all Constant Contact products and services are subject to the Constant Contact terms and conditions available at <https://www.constantcontact.com/legal/terms>.



Janet Cohen

Authorized Local Expert and Certified Solution Provider

President, Janet Cohen Consulting

(409) 220-3200 (office)

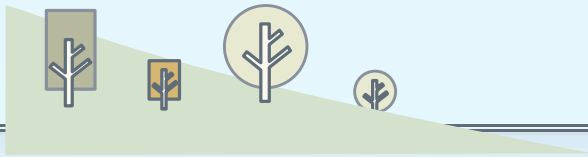
(713) 252-3700 (mobile)

janet@janetcohen.com





Janet Cohen
(409) 220-3200
(713) 252-3700



Authorized Local Expert



janet@janetcohen.com



www.facebook.com/janetcohenconsulting



@jccllc



www.linkedin.com/janetcohentexas