

Constant Contact Joins Forces with Staples and SCORE to Host Free Webinars for Small Businesses and Nonprofits

5/14 and 5/22 online events to teach small organizations how to achieve marketing success with email and social media marketing

WALTHAM, Mass.--([BUSINESS WIRE](#))--[Constant Contact®](#), Inc. (NASDAQ: CTCT) is joining forces with [Staples](#) and [SCORE](#) to educate small businesses and nonprofits with two free webinars focused on how to achieve marketing success with [email marketing](#) and [social media marketing](#).

The first webinar, “**Grow Your Business with Email & Social Media: Simple Marketing Strategy for Small Business & Nonprofits**,” is being held in conjunction with SCORE on Tuesday, May 14, 2013 at 1pm ET. The one-hour session will explore how email and social media marketing can be best leveraged by being combined, and offer tips to get online messages read, shared and more socially visible.

Constant Contact and Staples will present, “**Give Your Business the Edge with Email & Social Media: Simple Marketing Strategies that Work**,” on Wednesday, May 22, 2013 at 1:00pm ET. This one-hour webinar is designed to give small businesses the edge in growing customer, prospect, or member networks by using email and social media marketing. Topics covered will include what types of content attract the most attention; how to get more people to stop and read messages; how to create campaigns and calls-to-action people act on; why content should be mobile-friendly; and what tools are available are to help engage with existing customers, prospect, and supporters.

Both webinars will be led by [Ron Cates](#), Constant Contact’s director of new market development.

For more information or to register for the webinar with SCORE, visit <http://conta.cc/157vRnC>.

For more information or to register for the webinar with Staples, visit <http://conta.cc/157vslk>.

About SCORE

SCORE – www.SCORE.org - , America’s premier source of free and confidential small business advice for entrepreneurs and small businesses, is a nonprofit association dedicated to entrepreneur education and the formation, growth, and success of small business nationwide. Since 1964, SCORE volunteers have provided mentoring and training support to more than 9 million entrepreneurs and small business owners. More than 12,000 volunteers provide mentoring and workshops in over 340 local business communities. SCORE has been recognized for the work of its volunteer mentors by the American Society of Association Executives (ASAE), the USA Freedom Corps and the U.S. Small Business Administration (SBA).

About Staples

Staples is the world’s largest office products company and second largest internet retailer. For 26 years, Staples has served the needs of business customers and its vision is to provide every product businesses need to succeed. Through its world-class retail, online and delivery capabilities, Staples offers office supplies, technology products and services, facilities and breakroom supplies, furniture, copy and print services and a wide range of other product categories. With thousands of associates worldwide dedicated to making it easy for businesses of all sizes, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. The company is headquartered outside Boston. More information about Staples (Nasdaq: SPLS) is available at www.staples.com/media.

About Constant Contact, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today’s socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company’s online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts,

and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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