

Corissa St. Laurent

Director, Regional Development at Constant Contact, Inc.

Pacific Northwest, OR, US

Constant Contact Regional Director, Northwest | Small Business Marketing Expert

Description

Corissa St. Laurent is a small business marketing expert and advocate with more than 10 years of experience in relationship marketing, new media marketing, event marketing, brand consulting, PR, promotions and education. Corissa is passionate about helping people achieve their dreams and learn new ways to grow their business. As a former small business owner, having founded and operated two companies, she understands the dedication and resources it takes to make a small business work and the marketing necessary for them to succeed. She has served on several nonprofit boards, volunteering her time to assist with marketing and development. Corissa draws from this experience to be a valuable resource to small businesses, nonprofits, and associations as the Director of Regional Development for Constant Contact in the Northwest USA. Since 2009, she has educated over 40,000 people on behalf of Constant Contact and looks forward to educating many more on the power of engagement marketing with easy-to-use tools and technology.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Social Media, Public Relations and Communications, Direct Marketing, Media - Online, Advertising/Marketing, Education/Learning, Non-Profit/Charitable, Events Services, Business Services, Information Technology and Services

Topics

Social Media Marketing, Event Marketing, Email Marketing, Engagement Marketing, Small Business Development, Content Marketing, Marketing Communications, Customer Experience

Affiliations

Sample Talks

Supercharging Your Facebook Marketing

Youâ€™ve created a Facebook page, now what? Come learn how to leverage your Facebook page into an engagement marketing tool that will turn â€œfansâ€• into customers and advocates through the right frequency and types of posts and through marketing campaigns theyâ€™ll want to act on and share.

Social Media Marketing Made Simple

How social is your business? Learning to use social media is as easy as learning the tools at your disposal and the simple techniques for engaging your audience to help them spread the word. Learn the essential strategies and best practices for successful social media marketing including discussion of various social media networks and tools, how to develop relationships, drive sales, and engagement, as well as how to incorporate social into your business without losing productivity.

EventSpot

Events are an integral part of how you market your small business or organization. From sales meetings to fundraisers and online training seminars, events help you attract new customers and members. Events deepen existing relationships with customers and members, generating more revenue and long-term participation. In this seminar youâ€™ll learn how online event marketing tools offer everything you need to set up online registration and promote your events easily, affordably and professionally.

The Power of Email Marketing

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships for businesses & non-profits. Learn how to master the basics of professional email communications with this comprehensive look at best practices and winning strategies for finding and keeping permission-based subscribers, increasing deliverability and open rates, writing good subject lines and content, getting readers to take action, and becoming a trusted sender.

Engagement Marketing

This presentation will help your audience understand how the marketing landscape for small business has changed and how to make that change work for them. We will focus on key ideas such as, word of mouth in a social world, the engagement marketing cycle, and how your audience can use that engagement to drive social visibility that will bring customers back through their door and introduce new prospects to their business.

Past Talks

Engagement Marketing

Small Business Week Event Series

eMail List-Building Techniques and Processes

The Power of eMarketing Conference

Social Media Marketing Made Simple

SCORE Boston Event Series

Engagement Marketing

6 Steps to Small Business Results Workshop

Email + Social = Success

Power of Email & Social Media Marketing Workshop

Supercharging Your Facebook Marketing

Celebrating Small Business Event Series

Social Media: What you don't know will hurt you

Suffolk University Alumni Association, North Shore Chapter Event Series

Email and Social Media Marketing Success

Constant Contact Speaker Series

Social Media Marketing Made Simple

Constant Contact Speaker Series

Supercharging Your Facebook Marketing

Constant Contact Speaker Series

The Power of Email Marketing

Constant Contact Speaker Series

Social Media Marketing Made Simple

Constant Contact Speaker Series

Education

University of California, Irvine

Bachelor of Arts Environmental Analysis & Design

University of Auckland

University of California Education Abroad Program Environmental Analysis & Design

Northeastern Institute of Whole Health

Certificate in Massage Therapy & Bodywork

Accomplishments

Regional Development Director “Constant Contact

Constant Contact helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships. Today, more than 500,000 customers from all types of small businesses and organizations use Constant Contact for Email Marketing, Event Marketing, Online Surveys, and Social Media Marketing.

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