

# **Ellen Williams**

**Regional Development Director at Constant Contact,  
Inc.**

New York, NY, US

Digital Marketing Expert - NY, CT

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Ellen Williams, Constant Contact Regional Development Director, New York State and Connecticut  
Ellen has over 20 years of technology and marketing experience. She has presented to over 10,000 small businesses, nonprofits, and associations with advice on best practices that help organizations understand how to build great customer relationships and grow their businesses. Ellen has been invited to present by organizations and companies including the National Association of Professional Organizers, Inc. Magazine, Microsoft Corp., and many local chambers of commerce. She is also the author of It's About Time: Time Management Tips From The Software Revivalist™, and has been published in numerous magazines including Crain's New York Small Business, The New York Enterprise Report, Self-Employed Professional, and Success.

Prior to Constant Contact, and formerly Ellen DePasquale, she was a local entrepreneur running a technology consultancy business. Since the 1990s Ellen has been helping small businesses get the most from their software so they can focus on their passion – which is why people go into business in the first place! From needs analysis through implementation and one-on-one training, Ellen has walked through each step of the process, and understands what it takes to run a successful business.

Since joining Constant Contact, she has extended her reach through her presentations. Always interested in hearing stories from attendees, she will forever be the consultant who just wants to help make technology easier! The combination of her knowledge, experience, and passion has made her a well-known and sought-after presenter.

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Keynote, Moderator, Panelist, Workshop, Host/MC

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Social Media, Business Services, Events Services, Direct Marketing, Advertising/Marketing, Non-Profit/Charitable

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Email Marketing, Social Media Marketing, Customer Relationship Engagement, Event Marketing, Engagement Marketing, Online Marketing

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## **Simple Strategies of Email and Social Media**

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.

## **Basics of Social Media: Why use it, which channels and what to say.**

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.

## **Build Your Marketing Toolkit: A framework for small businesses and organizations**

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.

### **Getting Started with Email Marketing**

Experience a live demonstration of Constant Contact's Toolkit email campaigns and see how easy it is to create professional and powerful emails to reach the people that matter to your business. In this demonstration, you will learn:

- How to modify our templates with your branding
  - How to upload your contact lists and add a sign up box to your website
  - How to integrate social share features for a broader reach
  - How to access your reporting
  - New features and resources at Constant Contact
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### **Engagement Marketing**

Small Business Week Event Series

### **Social Media Marketing Made Simple**

Bronx Chamber of Commerce Event Series

### **KEYNOTE SPEECH**

Small Business Week Event Series

### **Engagement Marketing**

Suffolk County Community College Entrepreneurial Assistance Center Speaker Series

### **KEYNOTE SPEECH**

Small Business Week Event Series

### **Supercharging Your Facebook Marketing**

2012 MACs Women's Entrepreneur Summit

### **KEYNOTE SPEECH**

Small Business Week Event Series

### **Supercharging Your Facebook Marketing**

7th Annual New York XPO for Business

### **Supercharging Your Facebook Marketing**

Norwalk Public Library Speaker Series

### **Getting Started with Email Marketing**

Ronkonkoma Chamber of Commerce Speaker Series

### **The Power of Email Marketing**

Constant Contact Event Series

### **Supercharging Your Facebook Marketing**

Armonk Chamber of Commerce Speaker Series

**The Power of Email Marketing**  
NYC Business Solutions Speaker Series

**Getting Started with Email Marketing**  
Hofstra University Speaker Series

**Let's Get Social: Social Media and Online Essentials for Today's Business**  
Southern Connecticut BOMA Speaker Series

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**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.

**Long Island Chapter Leader – Webgrrls International**

Webgrrls International is an online and offline networking organization of professional business women focused on propelling their careers and businesses forward. We focus on networking and connecting with others, leveraging and learning about technology, learning new skills and finding jobs, finding mentors and interns, and gaining access to support and information.

**Digital Marketing Strategy Advisor – Veterans Across America**

Ellen is the Digital Marketing Strategy Advisor to the Board of Directors at Veterans Across America, a non-profit organization dedicated to working on behalf of America's veterans, and to creating an employment demand for them among a broad network of leaders of American business and other organizations. Veterans Across America works to ensure that those who have served our country in the military are given equal access to compete for employment and business start up opportunities.

**Author**

It's About Time: Time Management Tips From the Software Revivalist is a book that offers great insight into what it takes to be efficient and productive. In addition to strategies about personal change, you will find advice on how to better use technology. Suggestions revolve around automating tasks and taking advantage of features that are usually overlooked. Learn how to set and stick to your priorities, limit distractions, and gain time by letting your software do some of the work for you.

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