

# **Elyse Tager**

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

San Francisco, CA, US

Educational Marketing Expert - Northern CA, Silicon Valley, San Francisco

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## **Description**

Elyse Tager is Constant Contact's educational marketing expert in Northern California. Elyse has more than 20 years experience supporting small business, with a background in social media, online marketing strategy and marketing education.

Elyse draws from this experience to be a valuable resource to local small businesses, nonprofits, and associations. Elyse has educated more than a thousand small businesses on behalf of Constant Contact since joining the team in April of 2011 and has been a speaker on social media topics for the Association of Professional Fundraisers, the American Marketing Association, Ad-TechSF, the Direct Marketing Association, Women in Consulting and Hubspot.

Prior to Constant Contact, Elyse owned a media and marketing agency focusing on online media and social media strategy.

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## **Availability**

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

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## **Industry Expertise**

Advertising/Marketing, Non-Profit/Charitable, Events Services, Business Services, Public Relations and Communications, Direct Marketing, Information Technology and Services

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## **Topics**

Email Marketing, Social Media Strategy, Social Media Marketing, Non-Profit Marketing, Event Marketing, Engagement Marketing, Social Media for Non-Profits, Online Survey Best Practices

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## **Affiliations**

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## **Sample Talks**

## **7 Keys to Email Marketing**

Build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing! In this seminar, we will provide tips to increase your email deliverability and open rates, write good headlines and content, and perhaps most importantly, strategies for getting—and keeping—high quality prospects, customers and members.

## **Supercharging Your Facebook Marketing**

Most businesses already see the value in connecting with their current and potential customers via social media. But the challenge is figuring out what you actually need to do with social media in order to drive real results for your business or organization. This seminar is the “what, why, and how” of social campaigns: how to drive repeat business and amplify word of mouth by engaging your happy customers, stay top of mind to make it easy for them to share your message, and measure results.

## **Email + Social = Success**

Build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing. We will explore the basics of what e-mail marketing is, why it works so well, and how to use it in your business planning and marketing strategy to achieve special goals. Plus, discover the REAL power of email by combining it with Social Media to get the best results.

## **Engagement Marketing**

Building lasting relationships with your existing customers and members drives business success. Making that happen is called “Engagement Marketing.” Having an Engagement Marketing strategy is the key to inspiring your most passionate customers and advocates to: have conversations with you and fellow customers, share stories and opinions, and share your content with their own social circle.

## **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.

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## **Past Talks**

### **7 Keys to Email Marketing**

Constant Contact Speaker Series

### **KEYNOTE SPEECH**

Get Down to Business 2012

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Get Down to Business 2012

**Supercharging Your Facebook Marketing**  
San Jose Chamber of Commerce Event Series

**Email + Social = Success**  
Tools for Small Business Marketing Success

**Email + Social = Success**  
Work at Home Business Expo

**Social Media Marketing for Success**  
Work at Home Business Expo

**SaveLocal and Social Campaigns with Constant Contact**  
Constant Contact Speaker Series

**Engagement Marketing**  
Santa Rosa Junior College Small Business Development Center Event Series

**Social Media Marketing Made Simple**  
Santa Rosa Junior College Small Business Development Center Event Series

**The Power of Email Marketing**  
Small Business Development Centers of Northern California Event Series

**3 Keys to Email Marketing**  
Milpitas Chamber of Commerce Event Series

**Social Media Marketing Made Simple**  
Healdsburg Chamber of Commerce Event Series

**Supercharge your Facebook Marketing**  
Mendocino Coast Chamber and Visitor Center Event Series

**Engagement Marketing**  
Constant Contact Speaker Series

**Supercharging Your Facebook Marketing**  
Online Marketing Summit 2012

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**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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