

Guy Steeves

Regional Development Director at Constant Contact, Inc.

Vancouver, BC, CA

Educational Marketing Expert - Western Canada

Description

Guy Steeves is Constant Contact's educational marketing expert in Western Canada (BC, AB, SK and MB). He has 30 years of experience in and supporting small business in the areas of marketing, business development and corporate strategy. Guy is also known for his expertise in the Customer Relationship Management (CRM) space.

Guy draws from this experience to be a valuable resource to Western Canada small businesses, nonprofits, and associations. He has educated more than 20,000 small businesses and organizations on behalf of Constant Contact since joining the team in 2010, and has presented at events including Victoria BC Social Media Camp, Small Business BC, and SOHO Canada Conferences.

In addition to his regional seminars, Guy delivers monthly workshops for Small Business BC and contributes content regularly to the website.

Prior to Constant Contact, Guy held senior executive roles in the software industry with Maximizer Software and Thoughtshare Communications. Additionally, Guy had his own marketing consultant company, The MarketingGuy. He also wrote the original Electronic Marketing curriculum and taught the course for 10 years to over 1200 students at the British Columbia Institute of Technology (BCIT).

Guy Steeves has a BBA and a Diploma in Marketing (Hons) from the British Columbia Institute of Technology.

Availability

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

Industry Expertise

Social Media, Information Technology and Services, Direct Marketing, Corporate Training, Non-Profit/Charitable, Computer Software, Business Services, Internet, Advertising/Marketing, Public Relations and Communications

Topics

Event Marketing, Engagement Marketing, Social Media Marketing, Customer Engagement, Small Business Marketing Strategies

Affiliations

Sample Talks

Supercharge Your Facebook Marketing

Are you making the most of your Facebook business page? In order to get real results from Facebook, you need a clear Social Media marketing strategy and easy campaign execution. This seminar will be about:

• How to get more Facebook Fans

• How to post a great special offer on Facebook and measure the results

• How to get your current Facebook Fans to share the good news about your business with their Facebook Friends

• 10 Best practices for Facebook marketing

The Power of E-Mail Marketing

Are you getting the most out of Email & Social Media Marketing to grow your business. This session will show you how easily you can get started with Email and Social Media marketing communications. Learn Why a Market is a Conversation and how Email & Social Media work together to build your business! My presentation will include a comprehensive look at best practices and winning strategies for acquiring and keeping quality customers, clients and subscribers.

Personal Branding: How to Market Yourself Online

Social media is a crucial part of today's society and most of us experience it on a daily basis. Learn more about how to successfully increase your online presence and build relationships using available tools and popular platforms, such as Email, Facebook, Twitter and YouTube.

Getting Started with Social Campaigns

Facebook is a great way to stay connected with your clients, and help them stay connected with theirs. But how does one add new fans? Or keep the fans they've already got engaged? Constant Contact's newest tool: Social Campaigns, can be used to Supercharge your Facebook Marketing!

With Social Campaigns from Constant Contact, you and your clients can easily create, publish, and promote special landing pages on your Facebook Business Page that will help grow likes, followers, and revenue!

Email + Social Media = Engagement Marketing

Build the relationships that are critical to your business success with easy, inexpensive and highly effective Email and Social Media Marketing! Proactive, outbound Email and Social Media marketing should be an important, key component of your overall marketing and communications strategy. Email & Social Media Marketing work together to build relationships, brand and grow your business.

Past Talks

Supercharge Your Facebook Marketing

Constant Contact Speaker Series

Getting Started with Social Campaigns

Constant Contact Speaker Series

Supercharge your Facebook Marketing

Constant Contact Speaker Series

Getting Started with Social Campaigns

Constant Contact Speaker Series

Supercharge your Facebook Marketing

Constant Contact Speaker Series

Getting Started with Social Campaigns

Constant Contact Speaker Series

The Power of E-Mail Marketing

Constant Contact Speaker Series

Email + Social Media = Engagement Marketing

Edmonton Chamber of Commerce Event Series

The Power of Email & Social Media Marketing

Constant Contact Speaker Series

The Power of E-Mail Marketing

The Biz Seminar

Personal Branding: How to Market Yourself Online

Society for Canadian Women in Science and Technology Speaker Series

Accomplishments

Regional Development Director â€™ 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 600,000 customers from all types of small businesses and organizations use Constant Contact for Email Marketing, Event Marketing, Online Surveys, and Social Media Marketing.

Judge â€™ Small Business BC's Successful You Awards 2012

The Successful You Awards is a province-wide contest that recognizes and celebrates the important contributions of BCâ€™s entrepreneurs to their local communities and the wider global economy.

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