

# **Jeff Ferrazzo**

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

Twin Cities, MN, US

Educational Marketing Expert - MN, WI, ND, SD, IA,

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## **Description**

Jeff is Constant Contact's educational marketing expert in the Upper Midwest (MN, IA, ND and SD). Jeff has more than 20 years experience supporting small business, with a background in sales and sales training, engagement marketing, branding and brand development strategies. As a member of the National Speakers Association, Jeff continually develops his use of candor and effective communication to enhance his seminars and keynotes by keeping them fresh and fun. He consistently receives rave reviews from the attendees and event hosts alike.

Jeff draws from his experience to be a valuable resource in the Upper Midwest for small businesses, nonprofits, and associations. Jeff has educated more than 12,000 small businesses on behalf of Constant Contact since joining the team in September 2009.

Prior to Constant Contact, Jeff successfully launched two small businesses, one that designed digital display kiosks for the event and tradeshow industry and the other a consulting firm for small businesses.

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## **Availability**

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

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## **Industry Expertise**

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

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## **Topics**

Engagement Marketing, Social Media Marketing, Email Marketing Best Practices, Marketing for Non-Profits, Event Marketing

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## **Affiliations**

Member of the National Speakers Association since 2011

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## **Sample Talks**

### **Supercharging Your Facebook Marketing**

Facebook has become a huge part of how people interact with each other, share ideas & recommendations, and interact with brands. But too many business's aren't seeing results from their Facebook marketing because they are posting content without a plan for turning "fans" into customers & advocates. In this seminar you will learn: Why Facebook is important to your business; The difference between posting and marketing on Facebook; Ten tips to drive more "likes," more "shares," and more business.

### **Engagement Marketing Strategy to Grow Your Business**

Do you want to generate more repeat business from your customers and get them to refer you business? You'll learn this and more at this information-rich seminar which is the key to building relationships that inspire your most passionate customers and advocates to move into action. In this seminar, you'll discover the components that lead to engagement marketing success.

### **Engagement Marketing**

Building lasting relationships with your existing customers and members drives business success. Making that happen is called "Engagement Marketing." Come see models of how other small businesses, non-profit associations and organizations combine email marketing and social media marketing in order to build connections, monitor feedback, share interesting content and drive toward business success.

### **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.

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

This information-packed seminar will review the essential strategies and best practices a business or organization should understand in order to successfully get started with social media marketing. You will learn what social media marketing really is and why it's important, various social media networks and tools: how they interact, ways to leverage their strengths, and how to evaluate them for best use for your business or organization.

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## **Past Talks**

### **Engagement Marketing**

Get Down to Business 2012

### **Supercharge your Facebook Marketing**

Women In Networking Event Series

### **Engagement Marketing**

Get Down to Business 2012

### **Engagement Marketing**

Bloomington Chamber of Commerce Event Series

### **Supercharging Your Facebook Marketing**

Professional Wedding Guild of Minnesota Speaker Series

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

Constant Contact Speaker Series

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

Greater Muscatine Chamber of Commerce & Industry Event Series

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

Amwood Custom Homes Spring Kickoff

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

Constant Contact Speaker Series

### **Engagement Marketing Strategy to Grow Your Business**

Women's Leadership Exchange Go For Growth Conference

### **Getting Started With Email Marketing**

Constant Contact Speaker Series

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

Constant Contact Speaker Series

### **Supercharging your Facebook Marketing**

Mid-America Chamber Executives Annual Conference

### **Supercharging Your Facebook Marketing**

South of the River Small Business Expo and Business After Hours

### **Marketing for Museum's**

American Association of Museum's Annual Conference

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

Waseca Area Chamber of Commerce Speaker Series

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## **Education**

University of St. Thomas

Bachelor of Arts Business & Finance

**The Institute for Integrative Nutrition**

**Teachers College of Columbia University**

**University of St. Thomas**  
**The Mini MBA Program Business**

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## **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 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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