

# **Karen Rice**

**Director, Strategic Accounts at**

San Francisco, CA, US

Educational Marketing Expert

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## **Description**

Karen Rice is a marketing and partner success executive who inspires SMBs, NPOs and entrepreneurs to maximize their online marketing and business efforts and helps them engage with their constituents more effectively.

Karen is a seasoned executive with expertise in marketing, PR, sales and education with a focus on partner and community relationship building. She honed these skills from working with nonprofit organizations, corporations and government agencies developing and implementing successful marketing, event management and public relations campaigns.

Previously, Karen served as Constant Contact's™ Director of Business Development for the Franchise, Dealer, Distributor and Corporate Program, and also as Constant Contact's™ Regional Development Director in Northern California. As Regional Development Director, Karen led a team of local educators that provide free, live seminars and workshops to small businesses and nonprofits looking to learn about best practices in online marketing.

She is a seasoned and engaging presenter, having educated more than 15,000 small businesses in her tenure as Regional Development Director, and frequently presents on topics related to online marketing, including market trends, and how to be an effective marketer. A former small business owner herself, Karen understands both how easy it is for marketing activities to fall to the bottom of a to-do list and how important it is to make time for the things that work. Her practical approach to teaching online marketing best practices is highly prescriptive and designed with the busy entrepreneur in mind.

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## **Availability**

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

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## **Industry Expertise**

Social Media, Non-Profit/Charitable, Direct Marketing, Advertising/Marketing, Media - Online, Public Relations and Communications, Hospitality, Business Services, Events Services

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## **Topics**

Marketing Strategy, Direct Marketing, Social Media Strategy, Email Marketing, Event Marketing, Event Management, Marketing Communications, Public Relations, Non-Profit Marketing Strategy, Field Management, Franchise Development, Franchise Marketing, Account Management

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## **Affiliations**

SCORE, ASBDC, Chambers of Commerce

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## Sample Talks

### **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.

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

It’s time! It’s here! “Social Media Marketing” is the new buzz word and absolutely critical for your business to understand and master. In this interactive workshop, we will review the essential strategies a business needs to employ and the best practices an organization should understand in order to successfully incorporate social media marketing into your marketing mix.

### **Effective Social Media and 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.

### **Email Marketing: Best Strategies for Delivering Offers and Branding**

Forget blanket blasts: today’s successful email marketing campaigns focus on targeted customer verticals to maximize the connectivity that improves open and click-through rates, not to mention lead generation and prospect conversion. Rediscover your audience and quickly determine how to make sure your message is getting delivered to the right address.

### **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

### **Email Marketing: The Basics & Beyond**

Growing Your Business: Technology Made Simple Workshop

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**Supercharging Your Facebook Marketing**  
Contra Costa Association of Realtors Event Series

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

**SaveLocal & Social Media Marketing Too!**  
Constant Contact Speaker Series

**Effective Social Media and Email Marketing**  
Stockton Chamber of Commerce Event Series

**Grow your Business through Social Media and Email Marketing**  
Constant Contact Speaker Series

**Supercharging Your Facebook Marketing**  
Constant Contact Speaker Series

**Grow Your Business with Email Marketing**  
Constant Contact Speaker Series

**Social Media Marketing Made Simple**  
Northern California Small Business Development Center Event Series

**Best Practices for Social Media and Email Marketing**  
TechPalooza 2012: Transforming Small Business through Technology

**Engagment Marketing**  
Small Business Week 2012

**Email Marketing: Best Strategies for Delivering Offers and Branding**  
Apartment Internet Marketing Conference

**Social Media for Small Businesses**  
Oakland Digital's Third Annual Small Business Development Symposium

**Get Down to Business: Finding Your Next Great Customer**  
Small Business Week 2013

**Get Down to Business: Finding Your Next Great Customer**  
Small Business Week 2013

**Boost Your Business Summit: Online Marketing & Finance Programs to Help you GROW your Business**  
Small Business Week 2013

## **Education**

**Washington State University**  
BA Business Administration

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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.

### **Director, Strategic Accounts**

Karen Rice is the Director of Strategic Accounts at Constant Contact, where she works with partners like Microsoft, UPS, Liberty Tax, and Bloomnet to maximize their online marketing efforts and helps them engage with their constituents more effectively.

She has more than 20 years of experience in marketing, PR, sales and education with a focus on partner and community relationship building. She honed these skills from working with nonprofit organizations, corporations and government agencies.

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## **Testimonials**

### **Gina MacLellan**

Dear Karen,

Thank you for such an informative seminar. I got many tips and appreciated the additional resources you mentioned throughout your presentation. You have a great speaking style and look forward to attending future seminars you present.

Gina

**Jim Kenney**

Dear Karen:

Thanks for coming to Reno. Please come back every quarter.  
As a idle subscriber to Constant Contact, your seminar lit a fire.  
Keep the tips and success stories coming.

All the best,  
Jim

**Becky Rasmussen**

Karen â€™“

I was getting ready to send you a thank-you note for your help with our recent Convention, but realized I didnâ€™™t have a mailing address on file for you. So I have attached it here â€™“ again, just want to reiterate how positive the feedback was for your presentations. Truly a highlight of the meeting, and we look forward to being able to provide further value to our members through Constant Contactâ€™™s special discount program.

Thanks for all your help!

Becky

**Josh Brown**

"Karen Rice is an intelligent person, with a very positive attitude. I have had the opportunity to work with Karen as a sponsor, partner, and speaker for a number of business technology events throughout the North State such as Redding, Chico, Marysville, and Anderson to name a few. Karen is an inspiration because she has such passion each time she speaks on online marketing. She receives glowing reviews at each event, and just having her on the agenda of speakersâ€™™ increases our turnouts at these business technology events. Karen is very responsive, and has a genuine desire to assist others. I highly recommend working and connecting with Karen Rice to speak on online marketing."

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