

Karen Rice

Director, Strategic Accounts at

San Francisco, CA, US

Educational Marketing Expert

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.

Availability

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

Industry Expertise

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

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

Affiliations

SCORE, ASBDC, Chambers of Commerce

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.

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

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.

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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