

Richard Samson Israel

North American Director, Local Market Development at Constant Contact, Inc.

San Francisco, CA, US

Become Blessed! Visit the Holy Land of engagement marketing and build stronger & lasting relationships with customers, clients and members

Richard Samson Israel is a senior sales and marketing executive and consultant with 20+ years experience across a variety of industries including over 15 years in advertising and market research. Richard's passion is in helping small businesses thrive including his own award winning food service company he and his wife successfully launched several years ago.

Richard oversees the Regional Development program as the Western Director for Constant Contact. His focus is on public brand awareness in key designated geographic areas (west of the Mississippi) through the development of relationships with key small business organizations, influencers and the presentation of local education seminars.

Richard has been consulting on email marketing for over 10 years in both the non-profit and SMB world. He has also been quoted and a go-to source over the past decade including a co-author of an online Hispanic marketing and public relations book.

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

Advertising/Marketing, Information Technology and Services, Social Media, Business Services, Direct Marketing

E-Mail Marketing, Engagement Marketing, Social Media for Small Business, Customer Engagement, Software as A Service, Marketing for Non-Profits, Buy Local Campaigns

Develop Constant Contact: Engagement Marketing

More than ever, small businesses, non-profits and organizations need assistance to increase engagement with their customers, clients and members. Email marketing, online surveys, event marketing, social media, and deal tools help all types of small businesses and organizations begin a dialogue with their customers. This workshop will outline how to leverage best practices in engagement marketing, as well as a review of some recent successful case studies.

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.

Supercharge 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.

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Engagement Marketing

This presentation will help your audience understand how the marketing landscape for small business has changed and how to make that change work for them. We will focus on key ideas such as, word of mouth in a social world, the engagement marketing cycle, and how your audience can use that engagement to drive social visibility that will bring customers back through their door and introduce new prospects to their business.

eMail list practices for retention and acquisition of customers

The Power of eMarketing

North American Director, Local Market Development – 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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