

Steve Robinson

Area Director “Midwestern United States and Canada at Constant Contact, Inc.

Chicago, IL, US

Educational Marketing Expert - Upper Midwest

Description

Steve Robinson is Constant Contact’s educational marketing expert in the Upper Midwest (IL, WI, MN, IA) and Area Director for the Midwest US. Steve has more than 30 years experience supporting small business, with a background in small business marketing, management and development. He has helped thousands of small businesses, associations, and nonprofits develop and implement effective email marketing, social media, online survey, and engagement marketing strategies. Steve has twice been named to Crain’s Chicago Business’s Who’s Who in Nonprofit Management and regularly contributes to NBC Chicago’s Inc.well Blog.

Steve draws from this experience to be a valuable resource to Midwestern small businesses, nonprofits, and associations. He has educated more than 40,000 small businesses on behalf of Constant Contact since joining the team in 2007 and has presented at industry events including Techweek Chicago, @Midwest, and for the City of Chicago Treasurer’s Office Online Marketing Contest.

Prior to Constant Contact, Steve was the President of the Lake County Chamber of Commerce in Illinois, owned graphic design firm, and worked in nonprofit fundraising and development. He holds a Bachelor of Arts from Purdue University.

Availability

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

Industry Expertise

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

Topics

Email Marketing, Engagement Marketing, Event Marketing, Online Marketing for Nonprofits, Social Media Marketing, Social Campaigns

Affiliations

Sample Talks

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.

EventSpot

Events are an integral part of how you market your small business or organization. From sales meetings to fundraisers and online training seminars, events help you attract new customers and members. Events deepen existing relationships with customers and members, generating more revenue and long-term participation. In this seminar you'll learn how online event marketing tools offer everything you need to set up online registration and promote your events easily, affordably and professionally.

Grow Your Business with Email & Social

This session will discuss how email marketing & social media can really help you drive your business success. Discover how communicating with your customers regularly can help you stay connected, & generate increased referrals, repeat sales, & customer loyalty.

We'll focus on the latest best practices and proven strategies:

• Email Marketing & Social Media Basics

• Building a Quality Email List

• Creating Valuable Content

• Getting Email Delivered and Read

• Using Email & Social Media Together

Past Talks

Engagement Marketing

Get Down to Business 2012

Engagement Marketing
Get Down to Business 2012

Social Media Marketing Made Simple
Illinois Small Business Development Center Event Series

Social Media Marketing Made Simple
Constant Contact Speaker Series

Supercharging Your Facebook Marketing
Constant Contact Speaker Series

7 Keys to Email Marketing
Constant Contact Speaker Series

Social Media Marketing Made Simple
Constant Contact Speaker Series

The Power of Email Marketing Combined with Social Media
Madison Chamber of Commerce Business Expo 2012 & Small Business Conference

Social Media Marketing Made Simple
Constant Contact Speaker Series

Supercharging Your Facebook Marketing
Constant Contact Speaker Series

Engagement Marketing
SCORE Fox Valley Event Series

Engagement Marketing - Using Email & Social Media
Retail Print Music Dealers Assn. International Conference

Email Marketing For Chambers of Commerce
Kentucky Chamber of Commerce Executives

The Power of Email Marketing
SMART Jewelry Show

Education

Purdue University
Bachelor of Arts Communications

Accomplishments

Crain's Chicago Business - Who's Who in Non-Profit Management

Twice Named to the Crain's Chicago Business Who's Who in Non-Profit Management list.

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