

Wendi Caplan-Carroll

Area Director - Northeastern United States at Constant Contact, Inc.

New York, NY, US

Educational Marketing Expert - NY, NJ

Description

Wendi Caplan-Carroll is Constant Contact's educational marketing expert in the New York Metro, and Area Director for the Northeastern United States. Wendi has 20 year experience supporting small business, with a background in sales management, marketing, promotion, executive coaching and facilitation. Wendi serves on the Board of the Manhattan Chamber of Commerce. Additionally, she was a three-time national Billboard Magazine award recipient for her work in radio marketing and sales. She has written articles for NYreport.com and has been quoted by Fortune Magazine, Crain's, Newark Star Ledger and New York Enterprise Report. She has served on her community board of directors as well as is a child welfare/ adoption advocate.

Wendi draws from this experience to be a valuable resource to the NY Metro's businesses, nonprofits, and associations. She has educated more than 20,000 small businesses on behalf of Constant Contact since joining the team in 2008, and has presented at events including the New York Expo For Business, Inbound Marketing Conference, NY Times Small Business Summit, 1010 WINS Small Business Breakfast, CBS-AM Small Business Breakfast, and NY Enterprise Report Sales and Marketing Conferences.

Prior to Constant Contact, Wendi owned her own coaching and sales development firm. Before starting her own business, she spent more than 15 years in sales and marketing management at major broadcast companies including CBS Radio, Infinity Radio and Emmis Communications. Wendi received a BA from Temple University. She also is a Certified Executive Coach, DISC analyst and Certified Master Creative Facilitator.

Availability

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

Industry Expertise

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

Topics

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

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.

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.

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.

Past Talks

Engagement Marketing

Get Down to Business 2012

Engagement Marketing for Small Businesses and Non-Profits

Get Down to Business 2012

Get Online, Network and Engage! –the power of Google, your personal network and Email Marketing

Constant Contact Speaker Series

Supercharging Your Facebook Marketing

Get Down to Business 2012

Engagement Marketing: Starting with Why

Constant Contact's Engagement Marketing Conference

Social Media Marketing Made Simple

Constant Contact Speaker Series

Driving Business With Social Media

Constant Contact Speaker Series

Go for it - Engage! Using Social and Email Marketing to Grow your Business

Women R Social! Engaging and Growing our Businesses On and Off-Line

Engagement Marketing: Starting with Why

7th Annual New York XPO for Business

Education

Temple University

Bachelor of Arts Communications / Political Science

Accomplishments

Senior Regional Development Director, Business 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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