

Zak Barron

Area Director of “Central United States (CO, WY, UT, MT) at Constant Contact, Inc.

Denver, CO, US

Educational Marketing Expert - CO, UT, WY, MT, NM

Description

Zak Barron is Constant Contact’s educational marketing expert in the Mountain States (CO, UT, WY and MT), and Area Director for the Central Region of the United States. Zak has 12 years experience supporting small business, with a background in sales, marketing, customer service and education. Zak is involved with many civic and business organizations throughout the region, and draws from his experience to be a valuable resource to small businesses, nonprofits and associations in the Mountain States.

Zak is a regular contributor to numerous industry blogs, podcasts, and radio programs and has educated more than 20,000 small businesses in five years on behalf of Constant Contact.

Zak has held multiple positions at Constant Contact and prior to Constant Contact, worked in sales for Miller/Coors. He also had his own consulting business, and spent time in management at a small oil and gas company. Zak holds a business administration degree from the University of Colorado at Boulder.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

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

Topics

Email Marketing, Engagement Marketing, Event Marketing, 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

Social Media Marketing for Small Businesses & Non-Profits

Get Down To Business 2012

Using Social Media & Email Together to Grow Your Business

Constant Contact Speaker Series

Getting Started with Constant Contact

Constant Contact Speaker Series

The Power of Email Marketing

Constant Contact Speaker Series

Supercharge your Facebook Marketing

Chamber of Commerce of Highlands Ranch Event Series

Getting Started with Constant Contact

Durango Chamber of Commerce Event Series

The Power of Email Marketing: A best practice strategy session

Durango Chamber of Commerce Event Series

Getting Started with Social Campaigns

Constant Contact Speaker Series

Supercharge your Facebook Marketing

Constant Contact Speaker Series

Getting Started with Social Campaigns

Constant Contact Speaker Series

Supercharging your Facebook Marketing

Constant Contact Speaker Series

The Power of Email Marketing: A best practices strategy session

Constant Contact Speaker Series

Social Media Marketing Made Simple

Constant Contact Speaker Series

Education

University of Colorado

B.A. Business

Accomplishments

Presentation Milestone

Presented to 27,000 Small Businesses over the course of 5 years.

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