



# Media Barker

## Available Seminars / Webinars

(as of 1/4/17)

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I'm a Constant Contact Authorized Local Expert in the Upstate NY and Northern PA area. In collaboration with Constant Contact, I provide free educational marketing seminars and webinars for small businesses and non-profits, often by partnering with organizations. As part of my services, I provide an 'event home page' and online registration for the event. This will allow you to promote it any way you see fit. While I do not charge for the seminars, you, as the organizer/sponsor, can charge a registration fee if you desire.

These Constant Contact Educational Seminars are just that: Educational. Not thinly-disguised sales pitches, but workshops you can be confident to sponsor, and ones your members and guests will thank you for holding. Schedule a seminar or workshop for your group or organization today.

Here is a list and overview of the seminars that I am currently offering. Please note that any topic can be customized to your specific needs. [These are mostly for beginners, but intermediate level people will still be able to add to their existing knowledge base.]

- **Power of the Inbox: *Email, the Absolute Best Communication Tool***
- Look Great in the Inbox: *The 7 Don'ts of Email Design*
- **Stand Out Subject Lines: *Email-Get Open, Get Read, Get Results***
- Drive New Business with Social Media: *Guide to Successful Social Media Marketing*
- **Grow Your Business with Email & Social: *Simple Marketing Strategies for Small Business & Non-profits (class & worksheet)***
- Social Media as a Ministry Tool \*\*
- **Back to Business: *30 Ways to Grow Your List***
- **Content Marketing: *What to Say, How to Say it***
- Personal Cyber Security \*\*
- **How to Network & Why You Should \*\***
- Measuring Your Marketing: *How to use reports and analytics to evaluate your marketing campaigns*
- **Events & Registration: *Simple Strategies for Better Event Marketing: You have a great event, now let's get more people there***
- Automate Your Marketing: *Planning Ahead to Convert & Keep Your Customers*
- **Digital Marketing Trends: *For Small Businesses and Non-Profits***
- How to Have Your Best Holiday Season Ever [Only Available 4<sup>th</sup> Quarter]
- **Getting Started with Email Marketing**  
[This is a *hands-on 1-2 hour training* and requires a live internet connection. This series of live training is for people new to Constant Contact or people to that to want to get more use out of the various features. Every attendee is required to have a Constant Contact account]

\*\*The three programs marked with the \*\* are offered exclusively by Tom Brown at Media Barker. **Full descriptions** for each presentation can be found at: <http://bit.ly/MB2017-Seminars>



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