

DFA Creative

Marketing Consultants • Brand Development • Social Media
Public Relations • Media Training • Publicity • E-mail Marketing
Small Business Websites • Graphic Design



Constant Contact Seminars

Helping Small Business Do More Business

Power of the Inbox

Length: 1-2 hours | Audience: Beginner

From revealing why regular email doesn't work, to insider tips and techniques like list building tools and email design elements that work (and those that don't!). This seminar will give you the keys to the most effective marketing you can do: email marketing.

Getting Started with Email Marketing

Length: 1-2 hours | Audience: Beginner

Our expert will present a live, guided demonstration of the tools and features of Constant Contact's email marketing system. In this time-efficient, highly practical session, you will learn how to get set up with the basics so you can start your own email marketing.

Grow Your Business with Email & Social Media

Length: 1-2 hours | Audience: Beginner to Intermediate

This session will show you how to make the most of email marketing plus social media for your business. When the session is done you'll have a greater understanding of marketing basics like goals and objectives. You'll be given opportunities to capture your own ideas and build out the framework of your own "next great campaign" through interactive activities and a handout.

How to Have Your Best Holiday Season Ever

Length: 1 hour | Audience: Beginner to Intermediate

The holidays are the biggest spending season of the year — design a holiday offer that really stands out. You'll get ideas about the types of offers that could work for your business or organization, as well as an easy marketing plan to promote it. We'll even show you examples of effective email messages and social media posts, so you'll know exactly what works.

Back to Business: 30 Ways to Grow Your List

Length: 1 hour | Audience: Beginner to Intermediate

Having a list of interested contacts is vital to every business. We will show you 30 easy ways to collect qualified email addresses that set you up for marketing success and help you grow your business along the way.

Content Marketing: What to Say, How to Say It

Length: 1-2 hours | Audience: Beginner to Intermediate

Heard of "location, location, location"? For online marketing, it's "content, content, content"! Things like tone, date & time, and frequency impact how you attract and engage your audiences (or not). We'll cover tidbits like how many links create the most engagement, how to create high-open subject lines, tips on using pictures and videos, and more.

Stand Out Subject Lines

Length: 1-2 hours | Audience: Beginner to Intermediate

Get their attention – get in the door – and get the response you desire. Whether you are trying to get read, realize revenue, increase your reach or inspire referrals, your subject lines are a key to your success! This fast-paced seminar will take a deeper dive into the mechanics of truly effective subject lines.

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