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## Constant Contact and Facebook Small Business Experts Present Free Webinar on May 2: Facebook's Four Steps to Business Success

*First installment in webinar series designed to help small businesses reach their next great customer*

WALTHAM, Mass.--(BUSINESS WIRE)-- Small business experts from [Constant Contact®, Inc.](#) (NASDAQ: CTCT) and Facebook® will present a free webinar, "Facebook's Four Steps to Business Success," on Wednesday, May 2, 2012 at 1 pm ET. Presented by Mark Schmulen, general manager of social media at Constant Contact, and Chris Luo, head of global SMB marketing at Facebook, the interactive webinar will provide small businesses and nonprofits with steps they can take to build a fan base, engage an audience, and create large-scale word of mouth on Facebook. Register at: [www.constantcontact.com/facebook-results](http://www.constantcontact.com/facebook-results).

The one-hour session, which is the first in Constant Contact's "Reach Your Next Great Customer" series, features:

- Four key steps to success on Facebook:
  - Build a Facebook page
  - Connect to fans with ads
  - Engage fans with quality content
  - Influence the friends of fans
- Best practices for running a successful social campaign to get your message heard and shared across your networks.
- Examples from small businesses and nonprofits that have been successful at driving new revenue from their Facebook marketing efforts.

"Education is a critical part of what we do at Constant Contact," said Schmulen. "Time-starved small business owners want to know how to get great results from their investment in Facebook, and this one-hour webinar provides a fantastic opportunity to learn directly from the top small business expert at Facebook and through several success stories of small businesses doing it right. This is really a unique can't-miss event."

Every attendee of the live webinar will receive a free \$25 Facebook ad coupon and an invitation to run a free Social Campaign with Constant Contact. For full details on these giveaways, please go to [www.constantcontact.com/facebook-results](http://www.constantcontact.com/facebook-results).

### **About Constant Contact, Inc.**

[Constant Contact](#) is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, local deals, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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### **About Facebook**

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a part of millions of people's lives all around the world. Facebook is a privately-held company and is headquartered in Palo Alto, CA.

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