

The Bookworm Virtual Assistant Services

Constant Contact® 



The Bookworm is a Certified Solution Provider with Constant Contact—the leader in online marketing.



We can provide you with an unprecedented level of service and expertise for all of your marketing campaigns like email and social media marketing, event management, along with the ability to create offers and local deals for your business.

We are equipped with easy-to-use, state-of-the-art tools designed to help you build meaningful relationships with your customers through all of the different campaigns found within Constant Contact.

Why Constant Contact?

Constant Contact lets you save time and reach your goals by bringing all of your online marketing together in one convenient place so you never miss an opportunity to find new customers or engage the ones you have.

Constant Contact empowers you to grow your business: increase sales, engage loyal customers, get new customers, and spread your word of mouth with Toolkit.

Why Invest in the Constant Contact Toolkit with The Bookworm?

We realize that marketing isn't your full time job. If you want the power Constant Contact Toolkit provides but you don't want to do it all yourself, we're here to help.

The Bookworm can save you time and help you reach your goals by bringing all of your online marketing together in one convenient place so that you never miss an opportunity to find new customers or engage the ones you have.

As a Constant Contact Solution Provider, we have the expertise to help you create targeted online marketing campaigns that reach your customers and prospects in all the places they are: email, social, web and mobile.

So whether it's help on everything you do, occasional help, or just help getting started, The Bookworm is here for you.

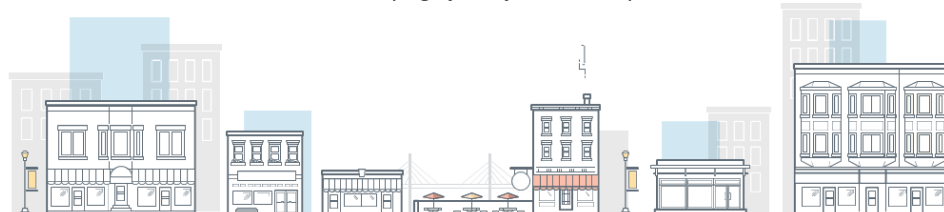
One Toolkit. One source for all your online marketing.

The Constant Contact Toolkit is your source for fast, easy, and affordable email and online marketing to reach your goals.

Toolkit brings all of the marketing a small business needs together in one convenient place: it has key marketing campaigns, contact management, list growth tools and coaching to engage and grow your audience across email, social, web, mobile, and more.

Call us at 320-281-0656
email us at info@bookwormstcloud.com
or
visit www.bookwormstcloud.com
to start a free trial of the Constant Contact Toolkit.

Turn the page for a few email tips!



Newsletters and Announcements

Whether you're looking to increase revenue through an online promotion, promote an event, increase your social media presence, or just stay in touch with your audience, email marketing is an effective tool that will power your business's growth. We can coach you through getting set up, help you get your first campaign out, or handle it all for you.



Facebook Fan Promotions

Grow your fan base and create social word of mouth with a Facebook Fan Promotion. By running an online sweepstakes, coupon, or providing a piece of downloadable content on your Facebook page, we can help you grow your audience and keep them interested in your business.



Offers & Promotions

Drive sales and revenue for your business by creating an online coupon that is trackable, redeemable, and shareable. We'll develop a strategy for promoting it through email, social media marketing, and your website.



Events & Registrations

Let us manage all of the details for your next event. We'll create a professionally-designed landing page complete with all of your branding and event details, manage your registration, and collect all of your payments through one seamless experience for your customers. You can focus on making the event experience a great one, we'll handle the rest.



Feedback & Surveys:

We understand that great marketing starts with knowing your audience and discovering what they like most about your business. We'll build you an interactive online survey or poll that delivers meaningful results—and this feedback will allow us to create effective marketing campaigns around what your audience really wants.

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Designing the Perfect Email

A Checklist for Success



According to a recent Constant Contact survey, 75 percent of people will delete emails that don't look good on a mobile device. If you're not designing emails to work on any device, you could be putting your business at a disadvantage.

- ✓ **Single-column template:** Choose a template that looks great on mobile. Constant Contact offers a nice variety of mobile-friendly templates.
- ✓ **Subject line:** Use 50 characters or less, emphasize first 32-40 characters to account for mobile.
- ✓ **From name:** Use a recognizable 'from name' and email address.
- ✓ **Preheader:** Focus on the first 5-8 words to entice people to open.
- ✓ **Logo placement:** Place logo at the top of your email.
- ✓ **Fonts:** Use fewer than 4 fonts.
- ✓ **Fewer than 3 images:** Don't overdo it. Use 1-3 images.
- ✓ **20 lines of text or less:** Keep your copy concise with 20 lines of text or less. Make use of "read more" with links back to a full article on your website.
- ✓ **Action above the scroll:** Include a primary call to action for people to take.
- ✓ **No more than 3-5 links:** Position your most important links at the top of your email. Make sure to test your links to make sure they work properly.
- ✓ **Use social media buttons:** Make it easy to connect with you on social media.
- ✓ **Reduce your spam risks:** Avoid excessive and repetitive use of: ALL CAPS, 10 (or more) CAPS in a row, or 4 (or more) of the same punctuation mark in a row. Use a balance of text and images, and not just a single image without any supporting text.
- ✓ **Always include a way for recipients to unsubscribe**

Do you need a Virtual Assistant?

Software—Do you have software you want to implement, you haven't implemented, wasn't implemented properly, or you aren't using to its fullest potential? Are you hoping there is a way to automate or computerize some of the work you are doing today but you don't know where to start looking?

Mailing and Emailing—Do you want to send a mailer or an email to your contacts? Do you have a list of contacts? How clean is it?

Lead Generation—Do you want to generate new leads? Do you have a defined target market? Do you need a method for collecting leads?

Advertising/Marketing—How is your advertising working? Is it overwhelming? Are you making the best use of "guerilla marketing techniques" or are you paying top dollar with low results?

The Bookworm Virtual Assistant Services specializes in:

- ✓ marketing/advertising
- ✓ database development and management
- ✓ point of sale/inventory systems and management
- ✓ managing website content including online catalogs and e-commerce
- ✓ desktop publishing—we can make your forms, letters and flyers look "pretty"
- ✓ email advertising

We are proficient in Office tools including Word, Excel, PowerPoint, Outlook, and more. This includes the locally hosted and Office365 versions of these tools. Other areas of proficiency/specialty:

- ✓ Constant Contact's email marketing, surveys, event management and social media management tools
- ✓ Microsoft Dynamics CRM and other CRM-type tools
- ✓ GoToWebinar/GoToMeeting and similar tools
- ✓ Skype
- ✓ Social media tools such as LinkedIn, Facebook, Pinterest, Twitter



Helping small business
and non-profits
do more business