

# Demming Bass

**Regional Development Director at Constant Contact, Inc.**

Atlanta, GA, US

Demming Bass, Engagement Marketing Expert for Small Businesses, Nonprofits and Associations

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Demming Bass is Constant Contact's strategic marketing expert in Georgia, Alabama, and Tennessee. Demming has nearly 20 years of experience supporting small business, chambers of commerce, nonprofits, and associations throughout the Southeast with a rich background in engagement marketing, brand management, public relations, new media marketing, event marketing and more. Demming is passionate about helping people and organizations achieve their dreams and learn new ways to grow their revenue and customer/membership base and influence. As a former executive at several of the nation's top chambers and economic development organizations before joining Constant Contact, he understands the dedication and resources that make small and mid-size organizations work and the marketing that is necessary to make them succeed. He has served on various regional, statewide, and national nonprofit boards, volunteering his time to assist with marketing, branding, and organizational development. Demming draws from this experience to be a valuable thought leader and resource to Georgia, Alabama, and Tennessee small businesses, nonprofits, and associations.

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Keynote, Moderator, Panelist, Workshop, Corporate Training

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Social Media, Non-Profit/Charitable, Training and Development, Government Relations, Advertising/Marketing, Corporate Leadership, Public Policy, Public Relations and Communications, Management Consulting

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Chamber, Association and Nonprofit Marketing, Engagement Marketing, Email Marketing, Social Media Marketing, Event Marketing, Building Your Marketing Toolkit

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Constant Contact, Greater Raleigh Chamber of Commerce, Cary, NC Chamber of Commerce, Gwinnett County, GA Chamber of Commerce, Cobb County, GA Chamber of Commerce, United Way of Greater Atlanta, Association of Chamber of Commerce Executives, Georgia Association of Chamber of Commerce Executives, Tennessee Association of Chamber of Commerce Executives, Chamber of Commerce Association of Alabama, US Chamber of Commerce, North Carolina State University

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## **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.

## **Build Your Marketing Toolkit: A Strategic Framework for Small Businesses and Nonprofits**

Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing activities that they could focus on, they often miss some of the important marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way. Attendees of this presentation will learn: ? What marketing really is (and isn't). ? How marketing has changed in ways that benefit small businesses. ? The importance of setting goals and objectives for their marketing efforts. ? The 4 Pillars of Marketing Success ? a framework that shows how different marketing activities all fit together, and will help small businesses reflect on their own marketing program. ? It's ok to start small, to start where you already are. Join us and start to build a foundation marketing knowledge, from which you can build more and more effective campaigns to help your business or organization grow.

## **Email and Social Engagement Campaigns That Drive Action**

At the heart of small business marketing are the campaigns that drive action ? collections of marketing activities that help a small business or organization to achieve its goals and objectives. Newsletters and Announcements have become a core component of those campaign choices. Email is more important than ever ? to the communication efforts of businesses and nonprofits everywhere; and to the customer, donor, client or supporter of those organizations. This session will reveal some simple but effective best practices and considerations for the small business or nonprofit seeking to make their email newsletters more effective. Attendees of this presentation will learn: ? The different types of newsletters ? What to write about in your newsletter or announcement and how to consider using images ? Subject line best practices, and when to send your newsletter ? The importance of understanding how connected email and social media are?they have to be done together. ? What types of additional tools might be useful Join us and learn some great new strategies to help your email and social media efforts be more effective components of one of the core campaign types, newsletters and announcements.

## **The Basics: Getting Found & Discoverability on Social Media**

Have you been thinking about marketing your business with social media, but you feel overwhelmed and not sure how to get started? Or maybe you're not convinced that it works? This webinar will show you the value of using social media to reach your customers, how it can lead to new customers and how it drives repeat business from your current customers. We'll take a look at the 5 most popular social media networks ? Facebook, Twitter, LinkedIn, Google+ and Pinterest ? and help you decide what is right for your business. We'll also look at what comes next: how and what to post on social media.

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## **Engagement Marketing**

LEAD Institute Luncheon Series

## **The Power of Email Marketing**

Neopost Annual Conference

**New Rules of Engagement Marketing**  
Jefferson County Chamber

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**North Carolina State University**  
Bachelor of Arts Communication, Public Relations Concentration

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**Georgia Trend Magazine's Top 100 Most Notable Georgians - 2013**

Georgia Trend Magazine's recognition for the state's top citizens who affect the lives and livelihood of all Georgians.

**Atlanta Business Chronicle's Top 40 Up and Comer in Metro Atlanta**

Honors the next generation of Atlanta's business leaders. Atlanta Business Chronicle honors 40 people under the age of 40 who hold a leadership role in their organization.

**Georgia Trend Magazine's Top 40 Under 40 in Metro Atlanta**

Georgia Trend presents a group of 40 outstanding Georgians under the age of 40. The honorees are making their marks in business, government, politics, nonprofits, the arts, finance and the military. The 40 were chosen from nominations made by readers throughout the state. Final selections were made by the Georgia Trend editorial staff.

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