

Gina Watkins

Regional Development Director at Constant Contact, Inc.

Washington, DC, US

Educational Marketing Expert - DC, MD, WV

Gina M. Watkins is Constant Contact educational marketing expert in the DC Capital Region, including Virginia, Maryland and nearby areas. Gina has more than 20 years of experience supporting small business, with a background in relationship marketing, sales, business development and direct marketing experience. Gina's passion for helping people, businesses and organizations succeed shows in her upbeat, humorous and highly informative seminars and workshops. She draws from her experience in the corporate, agency, and nonprofit worlds, and especially from her experience owning and operating a small business herself for more than a decade. Gina is an award-winning direct marketer and has been featured on WUSA Channel 9's Mind Over Money show, Dr. Gayle Carson's Women In Business radio show, Briefcase Radio, VoiceAmerica's Marketing Matters, WomenTalk Radio and in numerous other media. Gina has educated more than 25,000 small businesses on behalf of Constant Contact since joining the team in September of 2006, and looks forward to educating many more on the power of engagement marketing and easy ways to grow their businesses.

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Public Relations and Communications, Advertising/Marketing, Information Technology and Services, Social Media, Events Services, Direct Marketing, Business Services, Non-Profit/Charitable

Event Marketing, Social Media Marketing, Email Marketing, Engagement Marketing, Customer Engagement

Best Practices in Email Marketing: Putting Relationships to Work

Build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing! In this seminar, we will provide tips to increase your email deliverability and open rates, write good headlines and content, and perhaps most importantly, strategies for getting and keeping high quality prospects, customers and members.

Exhibitors: Make the Most of your Event Participation

Ever wonder what emarketing tools could do to help you get the BIGGEST bang for your event investment? Come to this seminar and find out how email marketing, online survey, event marketing, social media, Facebook Social Campaigns and running your own SaveLocal deals can help that single festival drive sales, donors or participation throughout the year ? AND give these folks easy ways to share you with their friends!

Supercharge Your Facebook Marketing

Most businesses already see the value in connecting with their current and potential customers via social media. But the challenge is figuring out what you actually need to do with social media in order to drive real results for your business or organization. This seminar is the "what, why, and how?" of social campaigns: how to drive repeat business and amplify word of mouth by engaging your happy customers, stay top of mind to make it easy for them to share your message, and measure results.

Essential Strategies for Social Media Engagement

This information-packed session will review the essential strategies and best practices a business or organization should understand in order to successfully get started with social media marketing. We'll share examples of how others are using social media to engage their current customers, gain new customers and grow their business.

Social Media Marketing Made Simple ? & Effective

Learn the Best Practices for your social media presence—including Facebook, Twitter, LinkedIn & more—that you can use to build the relationships that mean success for your business or organization! Come learn the essential elements of transforming new prospects into repeat, passionate customers, members, volunteers and referral generators—and who in turn help you grow your business using the power of social media marketing.

Social Media Marketing Made Simple ? and Effective BizExpo 2012

Supercharge Your Facebook Marketing

Purcellville Business & Professional Association Event Series

Marketing for Non-Profit Organizations

The Not for Profit Symposium: Growing and Maintaining a Healthy Not for Profit

Essential Strategies for Social Media Engagement

Constant Contact Speaker Series

Secrets of Engagement Marketing: Email, Social Media and Supercharged Social Campaigns

Constant Contact Speaker Series

Exhibitors: Make the Most of your Event Participation

Constant Contact Speaker Series

Best Practices in Email Marketing: Putting Relationships to Work

Constant Contact Speaker Series

Get Down To Business!

Small Business Week Event Series

The Power of Email Marketing
Small Business Survival Summit

Social Media Marketing Made Simple ? & Effective
Calvert County Department of Economic Development Speaker Series

Advanced Email Marketing Tips & Tricks
Small Business Survival Summit

Engagement Marketing
Harry F. Byrd, Jr. School of Business 2012 Business Symposium

Constant Contact: Your Partner in E-Mail and Social Media
Work It, Richmond Event Series

Supercharge Your Facebook Marketing
Northern Virginia Women's Business Center Speaker Series

Emarketing for the Construction Industry
Constant Contact Speaker Series

Regional Development Director ? Constant Contact

Constant Contact helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships. Today, more than 500,000 customers from all types of small businesses and organizations use Constant Contact for Email Marketing, Event Marketing, Online Surveys, and Social Media Marketing.

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