

# **Paige Cahill**

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

Overland Park, KS, US

Educational Marketing Director - AR, KS, MO, and NE

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Paige Cahill is Constant Contact's educational marketing expert in Kansas, Missouri, Nebraska and Arkansas. Paige more than 20 years experience supporting small business, with a background in education, sales, training, teaching, consulting, technology, marketing, management, entrepreneurship, customer service, professional speaking, curriculum, seminar, and webinar development. Paige Cahill draws from this experience to be a valuable resource to Kansas, Missouri, Nebraska and Arkansas small businesses, nonprofits, and associations. Paige Cahill has educated more than 10,000 plus small businesses on behalf of Constant Contact since joining the team in 2009 and has presented at many various regional conferences for chambers of commerce, SCORE, SBDC, colleges, small businesses, and nonprofit associations. Prior to joining Constant Contact, Paige was an entrepreneur who owned a direct mail and marketing firm. She was also a full-time college professor and small business entrepreneur that taught small businesses, nonprofits, and students how to use technology to market, promote, run, and grow their business. Paige has a Bachelor Science in Secondary Education and Business. She is working currently on her Master's for Online Marketing.

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

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Non-Profit/Charitable, Business Services, Social Media, Public Relations and Communications, Direct Marketing, Advertising/Marketing, Education/Learning, Events Services, Computer Software

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Entrepreneurship, Customer Engagement, Email Marketing, Nonprofits, Social Media Marketing, Engagement Marketing, Online Marketing, Social Campaigns, Small Business Marketing

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## **Engagement Marketing ? Keys to Success**

Paige Cahill will talk about how can you keep your client's fans coming back for more? What's the best way to stay top-of-mind with the people that need to be in-the-know, in ways that save you precious time and money? Fuel their passion and sustain long-term, meaningful connections with Engagement Marketing: building the relationships that build interest, highlighting publicity, increasing excitement, and growing your passionate fan base.

## **Rev Up Your Relationships, Referrals and Revenues with Email Marketing**

The "do's" and "don'ts" of email marketing are critical to know in this business climate. Paige Cahill with Constant Contact will give you best email practices to help you create successful email campaigns. Outcomes include learning: What email marketing "is" and "is not" ; How to CRAFT an effective email campaign ; The three tips that will get your emails opened

### **The Power of Email Marketing**

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships for businesses & non-profits. Learn how to master the basics of professional email communications with this comprehensive look at best practices and winning strategies for finding and keeping permission-based subscribers, increasing deliverability and open rates, writing good subject lines and content, getting readers to take action, and becoming a trusted sender.

### **Social Media Marketing Made Simple**

This information-packed seminar will review the essential strategies and best practices a business or organization should understand in order to successfully get started with social media marketing. You will learn what social media marketing really is and why it's important, various social media networks and tools: how they interact, ways to leverage their strengths, and how to evaluate them for best use for your business or organization.

### **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.

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### **Tech Tools for Marketing**

UMKC Small Business & Technology Development Center Speaker Series

### **Rev Up Your Events, Attendance, Profits, and Success with Online Event Strategies and Tools**

Constant Contact Event Series

### **Get Social ? Online and Off!**

American Business Women's Association Speaker Series

### **Rev Up Your Relationships, Referrals and Revenues with Email Marketing**

Greater Omaha Chamber of Commerce Speaker Series

### **Rev Up Your Relationships, Referrals, and Results Online**

MarkeTECH Conference 2012

### **KEYNOTE SPEECH**

MarkeTECH Conference 2012

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### **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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