

Tamsin Fox-Davies

Small Business Marketing Mentor at Constant Contact, Inc.

London, , GB

Small Business Evangelist - United Kingdom

Biography

Tamsin Fox-Davies has made it her mission to help small business people achieve their dreams and create successful and sustainable organisations. As a Constant Contact's small business evangelist, she shares her valuable insight in a variety of ways from in-person training, to speaking at events and creating useful resources including blogs, articles, and newsletters. A published author, Tamsin also writes for the Constant Contact UK blog and has contributed to BusinessZone, Women Unlimited, the National Black Women's Network, The Association of Business Mentors, The British Franchise Association, SmartInsights, Enterprise Nation, and Entrepreneur Country, as well as other national and regional outlets. Tamsin has educated more than 5,000 small businesses on behalf of Constant Contact since joining the team in March 2012, and has presented at The British Library, Facebook London, Google Campus, Social Media Week London, Spring Fair International, Trade Only, The Modern Marketers Forum, Social Media Strategies Summit, Our Social Times, National Outdoor Events Association, and Get Growing! The Great British Roadshow, amongst many others. Tamsin comes from an extensive background in the field, with more than 10 years small business marketing experience. Prior to Constant Contact she ran her own business, supporting, mentoring, and training other small businesses in practical marketing that works. Tamsin built her business using face-to-face networking and online marketing, and now shares that experience with other business owners. She also sits on the board of the Association of UK Business Mentors.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Corporate Training, Advertising/Marketing, Business Services, Direct Marketing, Training and Development, Internet, Professional Training and Coaching, Computer Software, Events Services, Social Media

Areas of Expertise

Event Marketing, Social Media, Twitter, Facebook, LinkedIn, UK, Pinterest, Online Lead Generation, Customer Engagement, Online Customer Service, Micro Business, Small Business, Email Marketing, Engagement Marketing

Affiliations

Association of Business Mentors - Board Member, School for Creative Startups - Titan, Professional Speakers Association - Member

Sample Talks

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.

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.

EventSpot

Events are an integral part of how you market your small business or organization. From sales meetings to fundraisers and online training seminars, events help you attract new customers and members. Events deepen existing relationships with customers and members, generating more revenue and long-term participation. In this seminar you'll learn how online event marketing tools offer everything you need to set up online registration and promote your events easily, affordably and professionally.

Event Appearances

Newsletter Tips & Tricks for 2013

Newsletter Tips & Tricks for 2013

Newsletter Makeover - The Before Mistakes & After Solutions
Newsletter Makeover - The Before Mistakes & After Solutions

Engagement Marketing - How Small Businesses Win in a Socially Connected World
Future Decoded

Engagement Marketing - How Small Businesses Win in a Socially Connected World
Business Women In Action

Engagement Marketing - How Small Businesses Win in a Socially Connected World
The Grown Up Business Seminar

Build Your Marketing Toolkit
Get Growing! The Great British Business Roadshow

60 Ways to Grow Your List
The Pitch LIVE!

Four session series on digital marketing over one week
Constant Contact Small Business Summer School

Build Your Marketing Toolkit
Humber Business Week

Education

The University of Glasgow
MA Geography & Philosophy (Joint Hons.)

Accomplishments

Senior Development Manager - UK & Territories
Constant Contact helps small businesses, associations, and not-for-profits connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organisations 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 organisations use Constant Contact for Email Marketing, Event Marketing, Online Surveys, and Social Media Marketing.

Testimonials

Jeremy Kirke

Hi Tamsin, I didn't get a chance to say thanks after the seminar as I had to rush off, so I just wanted to say that I really enjoyed it and I thought your presentation was excellent. It had just the right balance of humour which so many people forget when speaking to an audience. I'm a CC partner and I had brought along two clients whom I had already signed up for CC. Needless to say, they were really impressed as well and it confirmed to them what a powerful tool Constant Contact is for their businesses. Many thanks once again, Jeremy

Julie Ingham

Thanks for a great seminar this morning - really enjoyable and a lot to take in plus some real ideas to think about.

Judith Ludovino

Tamsin Your presentation in Bristol was the best use of half a day all year and you can quote me on that! Thank you. I have some feedback for you. Since the session I have been inspired to: ? Start a company facebook page <http://www.facebook.com/TelePA.team> already 46 likes so we are off the ground ? Set up a company twitter with the same name: TelePA.team ? Get Google alerts, set up nutshellmail ? Get it all going round and round (actually this hasn't happened yet ... but the intention is there) ? Have thought of some things I am expert in ... and Google alerts are very helpful in this respect

Helen Jones

Q: What did you like the most? A: So much content and lots of usable ideas. Very easy to ask questions. Just keep on doing these events!

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