



## **FOR IMMEDIATE RELEASE**

### **Frank Felker Selected as Constant Contact Authorized Local Expert**

Old Town Alexandria marketing expert to help small businesses and non-profits  
apply the power of online marketing to grow their organizations

**ALEXANDRIA, VA December 11, 2012 —**

Frank Felker, Founder and President of The Customer Factory, has been selected as an Authorized Local Expert by Constant Contact®, Inc., the trusted marketing advisor to more than half a million small organizations worldwide. As an Authorized Local Expert, Felker will offer training seminars on best practices in online marketing in the Washington, DC metropolitan area.

Frank Felker is an author, educator and lifelong entrepreneur who has been helping business owners better understand and profit from their firms for nearly thirty years. He has presented before thousands of entrepreneurs, salespeople and corporate executives at scores of venues across the country including the John F. Kennedy Center for The Performing Arts and the headquarters of Texas Instruments and America Online.

“I am very happy and proud to be invited into the Constant Contact family,” Felker stated. “I first began using and recommending their email marketing platform in the 1990s. It was best of class then and remains so today. Now with a complete suite of Engagement Marketing tools including Social Campaigns, Event Management, Surveys and even a Daily Deal platform, no other service can hold a candle to them. Perhaps most important to me is Constant Contact’s incredible commitment to customer support and marketing education. They are truly focused on their clients’ success.”

Constant Contact Authorized Local Experts are dedicated to educating small businesses, non-profits and organizations on how to achieve success through email and social media marketing. Local Experts are authorized by Constant Contact to deliver our field-tested seminars because of their proven expertise, passion and commitment to working with Constant Contact in their local community.

Frank Felker will be hosting free small business seminars and training workshops throughout the greater Washington, DC area focused on using email marketing and social media marketing to engage key audiences, drive dialogues, and build relationships.

“We are thrilled to have Frank Felker as part of the Authorized Local Experts program,” said Catherine Kniker, Vice President of Local Success at Constant Contact. “We believe education and training on marketing best practices leads to more success for small organizations. Our Authorized Local Experts are in a fantastic position to serve their local community by sharing their expertise and our successful, educational KnowHow.”

## **About The Customer Factory**

Today's digital technology and media make it easier than ever before for local businesses and non-profits to connect with their target markets and constituencies. The Customer Factory Marketing Model leverages today's four most important channels: Local, Social, Mobile and Video.

Successful **Local Marketing** ensures that it is easy for local buyers of your product or service to find you when they are searching online, on their phones or tablet devices. **Social Marketing** allows you to keep a continuous conversation going with the people who are most interested in what you have to say. **Mobile Marketing** ensures that you are connected with your clients and prospects 24/7 where they live - on their phones! **Video Marketing** lets you tell your story with moving pictures and sound, creating a powerful, memorable message that can be engaged with anytime, anywhere on Earth.

Each of these four digital marketing cornerstones also work in concert: video on mobile devices, Facebook postings appearing in Google search results and so on. Clients of The Customer Factory enjoy the benefits of these leading-edge techniques every time their phone rings.

## **About Constant Contact, Inc.**

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, non-profits and associations worldwide use the company's online marketing tools to generate repeat business and referrals through email marketing, social media marketing, event marketing, local deals and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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