



**Social Campaigns**  
Exclusive Launch Event

**Making sense of social media tools to market your business**

**Date:**  
Wednesday, March 28, 2012

**Time:**  
2:30 p.m. Registration  
3:00 p.m. Program Begins  
3:00 - 5:00 p.m. Main Program  
5:00 p.m. Networking and Cocktail Party

**Location:**  
Cape Codder Resort, Hyannis, MA

**Cost:**  
\$45

Register at  
[capeplymouthbusiness.com](http://capeplymouthbusiness.com)

Social media is not a fad. It has become clear that social media today is what having a website was 10 years ago - namely, a necessity for the majority of businesses. This is a must-attend event for anyone using social media tools or planning to use them in 2012. To help understand where social media is heading and how businesses are using social media to connect with new and existing customers, we have brought together industry experts from Constant Contact for a special preview of Social Campaigns, an innovative new social media tool. Mark Schmulen, Social Media Strategist for Constant Contact and founder of Nutshell Mail, will discuss social media possibilities for business along with Corissa St. Laurent, Regional Director of Business Development. There will also be a case study presented, focusing on a user's experience with Social Campaigns.

**Featured Speakers:**



**Corissa St. Laurent**  
Regional Director for Constant Contact



**Mark Schmulen**  
Social Media Strategist for Constant Contact

**Don't miss this in-person opportunity to preview and learn about Constant Contact's new social media tool, Social Campaigns.**

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