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Brick by Brick — and Click by Click, — Constant Contact Helps Brick Marketing Optimize the Power of the Web

A full-service Internet and search engine marketing firm, Brick Marketing helps clients generate business through the power of the Internet. By utilizing search engine optimization (SEO), social networking, and email marketing, Brick Marketing assists clients in realizing the Internet’s full potential in reaching customers.

Founded in 2005 by website marketing expert Nick Stamoulis, Brick Marketing serves clients from nearly every industry throughout the United States and Canada. Clients include real estate offices, attorneys, doctors, and many B-to-B industries, who all come to Brick Marketing to launch a new website or company, or to get more out of their current online presence. According to Nick, clients appreciate Brick Marketing’s customized approach. “We are very client-centered and build strong personal relationships with clients looking for tangible results from the web,” he says.

As part of its suite of services, Brick Marketing offers email marketing from Constant Contact. Nick has been a fan for years. “I’ve been using Constant Contact since 2001,” he explains. “I’m a big advocate because it’s a really great product.”

Challenge: Achieve Client Results through Integrated Web-based Marketing

To help clients generate sales and business from the web, Brick Marketing gives each client personal attention and develops a web-based marketing plan tailored to each client’s needs and market. “I view every one of our clients as a business partner. I am vested in their success so I need to make sure they get great results,” Nick says.

That’s where Constant Contact comes in. Having used the email marketing product for many years, Nick knew it could help his clients stay in touch with customers, nurture prospects, provide useful, timely information, and announce promotions and special offers. “Everything Constant Contact says about e-newsletter effectiveness is true,” Nick says. “It keeps you in front of your customers and allows you to position yourself as the experts in your field.”

Brick Marketing

Partner at a Glance

Company: Brick Marketing

Location: Medford, Mass.

Services Provided: SEO, Social Networking, Email Marketing

CTCT Accounts: 5

In Business: Since 2005

Employees: 10

More Information:
www.brickmarketing.com

Business Partner Since: 2009



Constant Contact[®]
Connect. Inform. Grow.

Brick Marketing

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Solution: Practice What You Preach

Nick knows this because he doesn’t just offer Constant Contact to his customers — he uses it for Brick Marketing’s own marketing — a strategy that enables the company to model good client communication. Brick Marketing sends out two newsletters each week that include informative tips about SEO and other online marketing tools and that keeps clients up to date on industry news. The e-newsletters are critical to Brick Marketing’s 6- to -12 month sales cycle. “Our newsletters position us as the experts in our field and help us nurture prospects while they are making their decision,” Nick says. “We stay in front of customers for many months and then they come to us when they are ready to move forward with Internet marketing.”

Brick Marketing’s e-newsletter mailing list totals 42,000 opted in members, with 100–150 new clients adding their names each day. Effective SEO practices and the company’s blog help drive potential and existing customers to the e-newsletter sign-up box on the company’s website.

According to Nick, fully integrated web marketing is what Brick Marketing practices — and what it “preaches” to its clients. “You are looking for that snowball effect. Well-done SEO and informational blogs bring people to the site. From there, link building and social networking create connections and trust. These are then cemented

by e-newsletters that nurture your customers and direct sales,” he says.

Nick loves Constant Contact’s smart, easy features — features that also help him provide his clients with outstanding, integrated web marketing. For example, he and his clients love the sign-up process, with its SafeUnsubscribe option. “This feature adheres to our zero-tolerance spam policy and instills confidence in our clients from the first click,” he says.

Nick and his clients also like the product’s web editor, which makes it seamless to create newsletters and promotions; the email archive, which lets new customers sift through previous newsletters; and the list management functions, which allow clients to segment their email lists into different groups.

Constant Contact’s ease of use allows Brick Marketing — and more importantly, its clients — to get the most out of email marketing. “Our clients love it because it’s quick and seamless and they don’t have to worry about getting spam complaints. That is huge to them,” Nick says. “Whenever we develop a new client website, email marketing with Constant Contact is a standard feature.”

Results: A Perfect Fit for Brick Marketing

Constant Contact supports Brick Marketing’s focus on modeling best practices and providing personalized service to its clients. The company



Brick Marketing

gets new business every month from its e-newsletter. “I can quantifiably say that Constant Contact has helped us grow our list and our business,” Nick says.

Clients are equally happy with their results. Nick describes one client — a real estate agency — using Constant Contact to help its agents sell houses. Each of the company’s 50 agents send his or her own e-newsletter, complete with updated listings of new houses on the market. The e-newsletters have been well received by home-buyers and have helped the agency sell many homes, even in the down economy. And Nick adds. “It is much less expensive for them than direct mail.”

In particular, Constant Contact is a great fit for businesses with long sale cycles, such as real estate, or web marketing agencies like Brick Marketing. “When our newsletter goes out, we

get an influx of calls from people we’ve never spoken with before. They say things to us like, ‘I’ve been getting your newsletters for a year, and I’m ready to become a client,’” he explains.

By offering peace of mind, ease of use, and tangible results, Constant Contact is the perfect fit for both Brick Marketing and its customers, who are looking to generate business via the web. “SEO gets customers through the door — but it’s email marketing that gets them to stay,” Nick says.

Tips For Other Business Partners:

If you offer web-based marketing solutions to your customers, consider partnering with Constant Contact. But don’t just recommend Constant Contact’s email marketing service to your clients – use it in your own business to nurture prospects and drive repeat business.