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Bella Web Design harnesses the power of email marketing and helps clients do the same

Business is booming for entrepreneur Desiree Scales. A former graphic designer for Delta Air Lines Corporate Communications, Desiree knew the sky was the limit in the growing field of Web design. In 1998 she founded her own business, and she has been soaring ever since.

Based in the Atlanta area, Bella Web Design is a boutique marketing agency that helps small-to mid-sized companies from 35 states establish their Internet presence. Industries served include technology, nonprofit, real estate, industry, fashion, and others. As Desiree says, “We work with everyone from clothing designers to septic tank companies” and any other businesses seeking to harness the Internet’s power to show their expertise, reach their customers, and grow.

Desiree and her staff of eight provide clients with a range of services including web design, web hosting, e-commerce sites, search engine optimization, database design, print design, copywriting, blogs, and now — thanks to the Constant Contact Business Partner Program — email marketing.

Challenge: Stay Connected with Clients and Offer them an Email Marketing Solution

When Desiree launched Bella Web Design, she understood the importance of using email marketing to stay in touch with her customers and draw new business. Yet finding time for email marketing was a huge challenge for Desiree, a sole proprietor running her own business. And finding the right tool to send emails was even more of a challenge.

She tried creating an HTML e-newsletter using Microsoft® Outlook®, but found it cumbersome to produce and distribute. “I couldn’t send to more than 25 addresses at a time and I was really struggling with that,” Desiree says. “I started thinking ‘there has got to be a better way.’” That better way turned out to be email marketing with Constant Contact. Its ease of use appealed to Desiree — she could create and send an email campaign to all of her 200+ contacts in minutes. She signed up for the service in 2006 and, in order to provide her clients with email marketing, joined the Constant Contact Business Partner Program at the same time.

BELLA WEB DESIGN, INC.

Partner at a Glance

Company: Bella Web Design, Inc.

Employees: 8

Location: Marietta, Georgia

More Information:

www.bellawebdesign.com

Services Provided:

Business & Professional Services

Business Partner Since: 2006

In Business: 10 years

Constant Contact Accounts: 13



Constant Contact[®]
Connect. Inform. Grow.

Bella Web Design, Inc.

Business Partner Program Advantages: Seamless Account Management; Revenue Share

“Our clients are not very tech savvy,” Desiree says. Her goal is to help her clients harness the power of email marketing while leaving the nuts-and-bolts of how it gets done to her.

“With the Constant Contact Business Partner Program, we can help our clients explore email marketing with the confidence that we’ll take care of everything for them,” she says. “Constant Contact’s Business Partner console makes it very easy for us to do that for them, seamlessly. We’ll design their newsletter, write it if they need us to, and manage their campaigns. And for clients who want to manage their campaigns themselves, all they need is their Constant Contact username and password.”

Whether she manages her clients’ campaigns or simply designs their email newsletter, Desiree trusts Constant Contact to deliver for them. “It’s one less thing for them to think about so they can concentrate on their day-to-day business. And we also gain an income from Constant Contact’s revenue share program. That’s nice.”

Results: Agency Grows; Clients Reach, Retain, and Recruit Customers

Bella Web Design continues to set new revenue records, even in a recessive economy. Desiree credits her continued success to being a trusted resource for her customers — and to regularly reminding them she is there. She’s found her monthly newsletters and announcements a highly effective way to stay in touch with customers and encourage repeat and referral business.

For her clients who have adopted Constant Contact, business is also growing — sometimes with

surprising results. “We have one client, meeting facilitators FireFly Facilitation, who got leads to two Fortune 500 companies after we sent out their very first Constant Contact campaign,” Desiree says. “Their email newsletter got forwarded by people on their contact list, and the next thing they know, they have calls from big companies. Those are warm, qualified leads. They were just thrilled with the results.”

Desiree continues to educate all of her clients on the benefits of email marketing with Constant Contact. “To those who ask, ‘Do I have time to write a newsletter?’ I say, ‘Do you have time not to?’ Cold calling and direct mail are like throwing a dart from 100 feet and hoping to hit the target. Email marketing is much more personal and effective. Just look at FireFly Facilitation. It’s a great example of how our clients are using Constant Contact to leverage the relationships of people they know, to increase awareness about their business, and to grow their reach. For that matter, look at us!”

Tip for Other Business Partners: Dip into the Available Resources

Desiree relies on Constant Contact’s online resources to help her and her clients stay up on the latest email marketing trends and techniques.

“I read through all the whitepapers in the Business Partner extranet,” she says. “They teach me the latest about how to use Constant Contact. From there, I offer my clients free seminars in email marketing. With their permission, I sign them up for Constant Contact’s free 60-day trial in advance, so when the seminar is over, they are ready to go. It’s a nice giveaway — and they’re that much closer to using Constant Contact email marketing to grow their businesses.”