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## **CASSIDY ADVERTISING & CONSULTING, LLC NAMED A CONSTANT CONTACT CERTIFIED SOLUTION PROVIDER**

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*Ohio-based marketing expert to help businesses achieve meaningful marketing results*

Warren, OH— September 19, 2016 – The Cassidy Advertising & Consulting, LLC team has been named a Certified Solution Provider by Constant Contact®, Inc., the trusted marketing advisor to more than 650,000 small organizations worldwide.

As a Certified Solution Provider, Cassidy Advertising has completed the Constant Contact Certification Program which provides training on Constant Contact tools, marketing best practices, and business development. This training imparts industry-leading knowhow on marketing and services to create meaningful results for program participants and the clients that they serve.

“We have been experts at email marketing for many years now, but this certification allows us to sharpen our skills and keep up with new techniques coming out in Constant Contact,” says President, Laura Berena. “The Cassidy team has worked hard to acquire this certification. We look forward to being the best email marketing firm as we continue to increase the profits and company growth for all of our national and international clients.”

Cassidy Advertising & Consulting, LLC is a full-service advertising agency and serves as outsourced marketing directors for local, national and international businesses. Since beginning in 1996, their area of expertise focuses on building name awareness through the actions of complete and customized marketing plans formulated for the agency’s clients. In addition to creating and implementing marketing plans, other services include professional copywriting that creates action to buy, graphic design, media buying and placement, web design and search engine optimization, social media marketing, web-based marketing, email blasts, public relations and co-op research. The agency also tracks their clients' competition, which keeps their clients' competitors from gaining an edge.

Cassidy Advertising & Consulting’s marketing consultation on-site appointments are available seven days a week at the client’s convenience. Phone, text, Skype, FaceTime or email consultations are available 24/7.

The ad agency is owned and operated by Laura Berena, President, and daughter Hailey Cassidy, Vice President. For more information, call/text (330) 565-8193, email [Lberena@cassidyadvertising.com](mailto:Lberena@cassidyadvertising.com) or visit [cassidyadvertising.com](http://cassidyadvertising.com).

“The certification program gives our Solution Providers access to the education that keeps them on the leading edge of marketing best practices,” said Catherine Kniker, chief channel officer and vice president, international, Constant Contact. “By becoming a Certified Solution Provider, Cassidy Advertising has demonstrated their commitment to helping clients succeed by taking proactive steps to grow their marketing skillset.”

### **About Constant Contact®, Inc.**

Constant Contact introduced the first email marketing tool for small businesses, nonprofits, and associations in 1998. Today, the company helps more than 650,000 customers worldwide find marketing success through the only all-in-one online marketing platform for small organizations. Anchored by our world-class email marketing tool, Constant Contact helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company’s extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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