FOR IMMEDIATE RELEASE

 

**Nick Cavarra of SocialPunchMarketing Achieves Master Certification with Constant Contact**

Los Angles marketing expert demonstrates proven track record delivering measurable results

**LOS ANGELES, CA – February 22, 2015 –** Nick Cavarra of SocialPunchMarketing has become Master Certified by [Constant Contact®, Inc.](http://www.constantcontact.com/?cc=PR_genRwbst), the trusted marketing advisor to more than 600,000 small organizations worldwide.

To achieve this Master Certification, the highest level of Constant Contact’s Solution Provider partner education, Nick Cavarra and SocialPunchMarketing have completed a rigorous curriculum with five levels of assessment. These assessments include a Constant Contact knowledge exam, proven customer satisfaction results, and an interview and consultation, among other significant measurements. This comprehensive program ensures that when a business chooses to work with a Master Certified Solution Provider, they are getting the services of an expert with proven results.

According to Nick Cavarra, "As a longtime Solution Provider and Authorized Local Expert for Constant Contact, it made sense for us to participate in the Master Certification program. We have always excelled at training our clients to use Constant Contact and coach them to use best practices for email and social media marketing to deploy effective, results driven campaigns. The Maser Certification program has just helped us to step up our game even more to get our clients up and running fast!"

 “Small businesses are inundated with solutions and services claiming to help achieve success—and while most could really benefit from that help, knowing which services to trust can be daunting,” said Arthur Steinert, vice president and general manager, channel partner sales and marketing, Constant Contact. “With a Master Certified Solution Provider, small business owners can feel confident that they are truly getting the best of the best. By completing Master Certification, Nick Cavarra of SocialPunchMarketing has demonstrated advanced knowledge in online marketing best practices and a proven track record in delivering measurable results for the clients that seek the services of SocialPunchMarketing.”

About Nick Cavarra and SocialPunchMarketing

Nick Cavarra, founder of SocialPunchMarketing, has over 25 years of experience in the marketing and entertainment industries. He has worked on water conservation campaigns with the Lower Colorado River Authority, Metropolitan Water District and the California Department of Water Resources, as well as energy conservation campaigns for Flex Your Power in California. He has developed campaigns to improve children’s education and nutrition (First 5 California); emergency preparedness (Office of the Los Angeles Mayor – Homeland Security Department), campaigns to discourage bullying and gang violence (Los Angeles Human Relations Commission Zerohour Program), as well as social media campaigns for education leaders (UCLA Extension, University of Southern California). No stranger to production in radio, Nick launched and produced the business talk radio show 2MinutesWith (now Unfinished Business) with co-hosts Renee Fraser and Betsy Berkhemer currently airing on KFWB News Talk 980 in Los Angeles. He performed on Broadway as well as produced two award winning musicals.

**SocialPunchMarketing is a full service marketing company with a focus on helping clients achieve the best results out of their Constant Contact account. We offer strategic planning, email design, text to join and other phone apps, WordPress integration, lead capture, lead nurturing (auto responder campaigns) and CRM services. We work with small businesses, non-profits, theaters, restaurants and real estate brokers.**

**About Constant Contact, Inc.**
Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that 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.

*Constant Contact and the Constant Contact Logo are registered trademarks of Constant Contact, Inc. All Constant Contact product names and other brand names mentioned herein are trademarks or registered trademarks of Constant Contact, Inc. All other company and product names may be trademarks or service marks of their respective owners.*

**Media Contact:**

Nick Cavarra

SociaPunchMarketing

310-702-0210

nick@socialpunchmarketing.com

###