

Bio

Sandi Abbott is a professional marketer with more than twenty years experience in advertising and marketing. She's worked for Fortune 500 companies, developing advertising and marketing strategies for US, Latin American and Caribbean markets. Now, as principal of Xpresso Content Cafe, she helps South Florida businesses increase sales and referrals through interactive email and social media marketing campaigns.

As an Authorized Local Expert for Constant Contact, Sandi Abbott frequently presents workshops on email and social media marketing topics.

Sandi Abbott has recently been named a 2014 Solution Provider All Star Award winner by Constant Contact®, Inc., the trusted marketing advisor to more than 600,000 small organizations worldwide. The award, given annually to the top 10% of Constant Contact's international customer and Solution Provider base, recognizes these select organizations for their significant leveraging online marketing tools to engage their customer base and drive success.

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Social Links

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Business Mission:

My mission is to help small businesses take advantage of the latest online marketing tools to gain brand visibility and grow their sales and referral network. One of the ways I love to help small businesses is by providing them with free and paid training so they feel empowered to create their own social media and email marketing programs.

For others, we can best help by providing full service digital marketing services so they can free up their time to focus their attention on doing what they do best. We combine time-test marketing strategies with email, social media, blogging and other online marketing tools, we help our clients generate leads and maximize their sales opportunities. We love it!

My Story:

I had enjoyed a long career in marketing and advertising working with advertising agencies and Fortune 500 companies. I took a break to spend some time at home with my kids and when I went back, the whole marketing landscape had changed! When I left, we were still using primarily print, TV and radio advertising. When I returned, email marketing was the new darling and social media was beginning to make a splash. I started my own company providing marketing consulting services to small business. While I wanted to stick to the marketing strategies I was used to using, I was soon won over to the new tools because they were so cost-effective for me and my clients. So I went from begrudgingly using email marketing and being an anti-social networker to fully embracing the new tools.