



Rockford Area REALTORS Receives 2014 Constant Contact All Star Award
Recognized for achievements using online marketing tools to drive success

Rockford, IL February-2015 – Rockford Area REALTORS has been named, for the second year, an [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 base, recognizes these select businesses and nonprofits for their significant achievements leveraging online marketing tools to engage their customer base and drive success for their organization. Rockford Area REALTORS is one such exemplary organization in that only 65% of previous year's winners become multiple-year recipients.

"We're happy to be recognized by Constant Contact for achieving strong marketing results and engaging with our customers," states Jackie Cozzi, Rockford Area REALTORS Director of Communications. Tools, such as Constant Contact, have helped us better manage customer relationships and engagement. We will continue to review sources in 2015 that will enhance and improve communication with our members."

Constant Contact customers using the company's online marketing tools are eligible for this award. Criteria used to select this year's All Stars included the following:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

"At Constant Contact, our goal is to help small businesses do more business and for these businesses, success with marketing is a huge piece of that puzzle," said Chris Litster, senior vice president of sales and marketing, Constant Contact. "We're thrilled to recognize Rockford Area REALTORS for their commendable achievements in 2014 with this All Star Award."

The Rockford Area REALTORS is a real estate Association that services over 750 members. The organization's communications reach over 1500 contacts. Keeping the members informed on industry changes and Association happenings is important and utilizing all communication tools is essential to a consistent statement of success.

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.

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