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Linda C. Rooney Named One of Constant Contact's 2012 All Stars

Recognized for exemplary marketing results for 2nd consecutive year

BAR HARBOR, ME – March 13, 2013 – Local branding and marketing strategist, Linda C. Rooney (<http://www.LindaRooney.com>), has received the [2012 All Star Award](#) from [Constant Contact[®], Inc.](#), the trusted marketing advisor to more than half a million small organizations worldwide. Each year, Constant Contact bestows the All Star Award to a select group of businesses and nonprofits who are successfully leveraging online marketing tools to engage existing and prospective customers and drive success for their organizations. The results Ms. Rooney has achieved for both her clients and her own organization ranked among the top 10% of Constant Contact's international customer base.

“We are thrilled to be recognized with Constant Contact's All Star award for the second consecutive year for achieving outstanding marketing results for our clients, as well as for our own organization,” said Ms. Rooney. “Constant Contact has been a huge part of my own business success for over 10 years, and as a Constant Contact Solution Provider since 2008 I've also been able to help other businesses achieve their marketing objectives. Over the last decade, Constant Contact's tools have grown and evolved to help us better manage customer relationships and engagement through Email Marketing, Online Event Promotion, Online Surveys, Social Campaigns, and SaveLocal[™] (a unique and cost-effective alternative to daily deal sites, perfect for brick-and-mortar businesses such as retail, restaurants, and others) – as well as the ability to now integrate these initiatives with social media. We see nothing but growth in this area of our business going forward. I'm proud to be associated with the acknowledged leader in email marketing and to be able to bring an always evolving array of Engagement Marketing[™] tools to our clients.”

Constant Contact customers using either the company's Email Marketing or Online Event Promotion tools are eligible for this award. Constant Contact looked at the following criteria to select this year's All Stars:

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

“We’re always delighted when small businesses and nonprofits are successful,” said Gail Goodman, CEO of Constant Contact. “We’re honored to recognize Ms. Rooney’s organization as an All Star and to be able to shine the spotlight on its continuing achievements in Engagement Marketing™.”

Linda Rooney helps entrepreneurial businesses navigate the new economy by providing social media, online, and email marketing services and related training, entrepreneurial coaching, and an innovative brand development program. Clients include small and home-based businesses, consultants, coaches, homebuilders, REALTORS® and other sales professionals. Visit www.LindaRooney.com, email linda@lindarooney.com or phone (207) 659-1211 or (609) 631-5997.

(Headshot of Linda C. Rooney provided with this release)

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