



## **Norwottuck Network Earns 2018 Constant Contact All Star Award**

*Recognized Among Top 10 Percent of Customers Driving Powerful Email Marketing Results*

**NORTHAMPTON, MA — March 16, 2019** – Norwottuck Network, publisher of a monthly E-Newsletter about ongoing development of rail trails throughout the northeast has been named a 2018 All Star Award winner by [Constant Contact](#) a leader in small business marketing solutions. The annual award recognizes the most successful 10 percent of Constant Contact's customer base, based on their significant achievements using email marketing to engage their customer base and drive results for their organization during the prior year.

"We're happy to be recognized by Constant Contact for achieving strong marketing results and engaging with our customers. Constant Contact's tools have helped us better manage customer/ constituent relationships, engagement." We are helping build out not only the longest rail trail in the northeast but the most difficult project in this realm in the northeast as well. We partnered with Constant Contact to better develop relationships with not only our key partner advocates but key people in state agencies as well. By using the special tools available from Constant Contact, we are able to get the word-out, get news out, that 90% of our interested parties wouldn't easily be able to access.

Criteria used to select 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

### **About Norwottuck Network Inc. Mission Statement**

To identify, promote and assist in the development of public trails, bicycle routes, walks, greenways and rights of way for low environmental impact transportation recreation, commuting and other travel;

To educate the general public regarding the benefits of public open space and low environmental impact travel through publications, public presentations, exhibits and any and all other appropriate means;

To identify, promote, and assist in the development of public facilities associated with trails, routes, walks and greenways such as historical recreational or cultural destinations, and sanitary and parking facilities and;

To encourage the use of sustainable practices and environmentally benign materials in the construction, renovation and operation of such facilities

### **About Constant Contact**

Constant Contact, an Endurance International Group company and a leader in online marketing for more than 20 years, offers an easy-to-use platform that helps small businesses create professional campaigns that can help increase customers and revenue. From advanced automation features to industry-leading integrations, to personalized coaching, Constant Contact is the trusted marketing partner of hundreds of thousands of growth-minded small businesses around the world. For more information, visit: [www.constantcontact.com](http://www.constantcontact.com).

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