



## **Northeast Greenway Solutions Earns 2018 Constant Contact's All Star Award**

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

**NORTHAMPTON, MA — March 16, 2019** – Northeast Greenway Solutions, publisher of a free 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.

Northeast Greenway Solutions (NEGS) is a small consulting firm set up to bring cogent solutions to communities considering trail development. NEGS partners with other non-profits, engineering companies, communities or grass-roots trails organizations, helping to bring fresh ideas to the difficult questions surrounding trail development. The monthly E-Newsletter has 12-20 stories about the burgeoning rail to trail network being developed in the Northeast. It provides behind the scenes stories along with links to an immense of background info. There is also a link to an archive of all the stories in the past 2+ years.

Craig Della Penna, principal of NEGS said; "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 our E newsletter about rail trail development in the region to grow ten-fold in the past year."

Small businesses and nonprofits using Constant Contact's online marketing tools are eligible for this award. Criteria used to select this year's All Stars included the following during 2018:

- 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

"Constant Contact's primary goal is to fuel small business success. We know it's not an easy road for small business owners, which is why we work to provide easy and affordable marketing tools and advice that can elevate their customer engagement and awareness to new levels," said Holli Scott, Vice President of Customer Success. "The campaigns created by this year's All Stars demonstrate that a business, regardless of its size, can accomplish their marketing goals and we celebrate Northeast Greenway Solutions impressive achievements with this All Star Award."

# TrailsideCompanies.com



## About Northeast Greenway Solutions and the Trailside Family of Companies.

**Sugar Maple Trailside Inn.** A small, award-winning, Bed & Breakfast that sits 8 feet away from one of the oldest municipally built rail-trails in New England.

**Craig Della Penna, Realtor.** He is the first Realtor in the U.S. to specialize in the sale of properties near to rail trails, greenways, and other conservation lands. He won a national award from the National Association of Realtors in 2017 for his innovation in setting up this niche.

**Trailside Tours.** A bike touring company specializing in Tuesday evening tours of the existing rail trail network in Hampshire County. These tours focus on the railroad history of its former use as a railroad, the political history as to how it was converted to a bike path, and the effects of the trail on adjoining properties and recent sales.

**Northeast Greenway Solutions.** A small consulting firm set up to assist communities and to provide answers to the hardest questions surrounding the conversion of a former railroad into a linear park. NEGS is also the publisher of the most widely read monthly E-Newsletter on rail trail development in the northeast U.S.

**Central Highlands Conservancy.** A land acquisition company set up to prevent the loss of former railroad corridor in Massachusetts and the possible conversion to inappropriate uses. CHC has directly saved 3.2 miles of the most important former railroad corridor; the Mass Central Rail Trail corridor--and saved several rare railroad bridges that that would have been scrapped out. CHC has taught others to save another 9 miles of the MCRT corridor too.

More info at: [www.trailsidecompanies.com](http://www.trailsidecompanies.com)

## 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).