



## **ASTD-Lincoln Joins the Constant Contact Business Partner Program**

*Program Provides Members with Effective and Affordable Tools to Build Strong, Lasting Customer Relationships*

**Lincoln, NE –March 5, 2010-** ASTD-Lincoln today announced it has joined the [Constant Contact Business Partner Program](#) to provide its members with easy-to-use email marketing, event marketing, and online survey products to help them build strong, lasting customer relationships. [Constant Contact<sup>®</sup>, Inc.](#) is a leading provider of [email marketing](#), event marketing, and online survey tools for small organizations.

"Our members are always looking for effective ways to deepen and strengthen relationships with their customers as an efficient means of growing their communication resources," said David Jacobs, VP of Communications. "The Constant Contact online marketing tools give our members a valuable addition to their core services. Because of the tools' ease-of-use and affordability, membership in the the Constant Contact partner program provided a great solution to meet our members' communication needs."

As a Constant Contact Business Partner, ASTD-Lincoln is able to provide its members with email marketing, event marketing, and online survey capabilities. With Constant Contact Email Marketing, ASTD-Lincoln's members can quickly and easily create professional-looking emails, manage email contact lists, measure email campaign results from clicks to open rates, and review who joined an email list. With Constant Contact Online Survey ASTD-Lincoln's members have an easy-to-use tool to gather feedback that will help them meet customer needs, generate new ideas, and grow their business or organization. With Constant Contact Event Marketing, ASTD-Lincoln's members can professionally promote and efficiently manage registrations and RSVPs for their meetings, functions, seminars, and other events. Constant Contact designed these tools

specifically to help small businesses and organizations drive increased customer or member participation and strengthen relationships.

“Email marketing, event marketing, and online surveys are proven tools that help small businesses connect with customers and build successful relationships with them,” said Eric Groves, senior vice president, Global Market Development, Constant Contact. “We are pleased that ASTD-Lincoln chose Constant Contact to provide its members with our online marketing tools, and we look forward to working together to help ASTD-Lincoln be an even bigger factor in its members’ successes.”

### **About ASTD-Lincoln**

**ASTD-Lincoln** is a professional association for people of diverse backgrounds, creating a world that works better through exceptional learning and performance. Monthly educational programs are held on the third Thursday of each month from 11:30 to 1:00. For more information on ASTD-Lincoln, call 402.434.7557 or visit [www.astdlincoln.org](http://www.astdlincoln.org). **We help Nebraska work better!**

### **About Constant Contact, Inc.**

With more than 350,000 customers, Constant Contact, Inc. is a leading provider of email marketing, event marketing, and online surveys for small businesses, non-profits, and member associations. Founded in 1995, Constant Contact helps small organizations grow stronger customer relationships by delivering professional, low cost, easy-to-use online tools backed with award-winning support, education and personal coaching. Constant Contact is a publicly traded company (Nasdaq: CTCT) with offices located in Waltham, Mass., Loveland, Colo., and Delray, Fla. To learn more, please visit [www.ConstantContact.com](http://www.ConstantContact.com) or call 781-472-8100.

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