



## Schott Cultural Consulting Named One of Constant Contact's 2011 Marketing All Stars

*Kim Schott recognized for achieving exemplary national and international marketing results*

**Shelby Township, MI – April 9, 2012** – Schott Cultural Consulting a business that focuses on multicultural marketing and media, has received the [2011 All Star Award](#) from [Constant Contact® Inc.](#), the trusted marketing advisor to more than half a million small organizations worldwide. Each year, a select group of Constant Contact customers are honored with the All Star Award for their exemplary national and international marketing results. This is the 2<sup>nd</sup> year that Kim Schott's team has won this award. Schott's results ranked among the top 10% of Constant Contact's customer base.

"We're happy to be recognized by Constant Contact for achieving strong marketing results. Constant Contact's tools have helped us to generate a 44% ROI for our client's digital marketing efforts. Also, they've made it easier to manage both local and international customer/ constituent relationships and engagement." ~ Kim Schott, president

Constant Contact customers using any combination of the company's Email Marketing, Event Marketing, and Online Survey tools are eligible for this award. Constant Contact looked at the following criteria to select this year's All Stars:

- Frequency of campaigns, events, and surveys
- Open, bounce, and click-through rates
- Event registration rates
- Survey completion rates
- Use of social features
- Use of mailing list sign-up tools

"There is nothing we like more than to see our customers finding success. It's the reason Constant Contact was founded, and it's a thrill to see the fantastic results that our All Stars are achieving," said Gail Goodman, CEO of Constant Contact. "This group is really leading the charge when it comes to delivering relevant, engaging content that drives real business results. We salute this year's All Stars for their success, and are honored to have played a part in their achievements."

### **About Schott Cultural Consulting**

Schott Cultural Consulting offers a unique range of marketing services for early growth and 2nd stage B2B and B2C companies. We will determine the factors that are most crucial to their business growth as well as their specific market structure and conditions. We help to create strategic and tactical plans for their client/customer growth and market entry.

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

[Constant Contact](#) is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

*Constant Contact and the Constant Contact Logo are registered trademarks of Constant Contact,*



**FOR IMMEDIATE RELEASE**

*Inc. All Constant Contact product names and other brand names mentioned herein are trademarks or registered trademarks of Constant Contact, Inc. All other company and product names may be trademarks or service marks of their respective owners.*

**Media Contact:**

Kim Schott

Schott Cultural Consulting

248-390-4987

[Kim.schott@SchottCulturalConsulting.com](mailto:Kim.schott@SchottCulturalConsulting.com)