

## **Patterson Marketing Group Named One of Constant Contact's 2012 All Stars**

*Patterson Marketing Group recognized for achieving exemplary marketing results*

**HOLIDAY, FL —March 13, 2013** – [Patterson Marketing Group, Inc.](#) (PMG), a strategic marketing and advertising company, 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 their customer base, and drive success for their organization. Patterson Marketing Group's results ranked among the top 10% of Constant Contact's international customer base.

Patterson Marketing Group is a full-service marketing and advertising company that develops marketing plans, builds brands and creates marketing and advertising campaigns for small to medium-sized businesses. PMG believes marketing programs are only as good as the strategy upon which they are based. That's why PMG works with clients to understand their business, products, target markets and budget to develop the best marketing strategy to deliver a return on investment for clients and their brand. PMG's design work has won many awards for its creativity and effectiveness.

"Patterson Marketing Group is happy to be recognized by Constant Contact for achieving strong marketing results and connecting with our customers," said Patricia Patterson, President of Patterson Marketing Group. "We work very hard to find the right marketing strategy to engage with a client's customers and reach potential customers while working within their budget. Many times Constant Contact's tools have helped us increase clients' sales, generate more traffic at events, boost donations for non-profits and better manage customer relationships and engagements. We are also integrating Constant Contact with Social Media and using surveys to understand and refine our market knowledge."

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

- 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 Patterson Marketing Group as an All Star, and to be able to shine the spotlight on its achievements in 2012."

### **About Patterson Marketing Group**

Patterson Marketing Group, Inc. was founded in 1995 with the mission to deliver strategic

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marketing and advertising campaigns for small to medium-sized businesses, non-profits and startup companies that get results! Believing that marketing and advertising campaigns are only as good as the strategy upon which they are based, Patterson Marketing Group works to understand every client's business, their target markets, competition and brand awareness before spending dollars on creative and calls it "marketing with brains." Patterson Marketing Group offers a full range of marketing, advertising and design services including marketing plans and research, logos, collateral, product naming, advertising, direct mail, web sites, social media, event and sports management and more. Patterson Marketing is also heavily involved in giving back and supporting charitable organizations in the community. For more information, visit [www.pattersonmarketing.com](http://www.pattersonmarketing.com)

**About Constant Contact®, Inc.**

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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