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### **Visit Mankato wins Marketing Award**

Visit Mankato has received the [2012 All Star Award](#) from Constant Contact®, Inc., a 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. Visit Mankato's results ranked among the top 10% of Constant Contact's international customer base.

"We're happy to be recognized by Constant Contact for achieving strong marketing results and connecting with our customers," said Anna Thill, president of Visit Mankato.

Visit Mankato uses constant contact not only to connect with visitors, but also local community partners. "Our newsletters provide us with the perfect outlet to stay connected with our clients and partners," Thill added.

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 recognize Visit Mankato as an All Star, and to be able to shine the spotlight on its achievements in 2012."

#### **About Visit Mankato:**

Visit Mankato is a Limited Liability Corporation of Greater Mankato Growth, Inc. The Visit Mankato leads the development of the visitor economy in Mankato by actively promoting Mankato as a premier destination for conventions, tournaments and tourism. These activities bring a steady flow of visitors and business activity to Mankato that benefits local residents and future visitors. The work of Visit Mankato helps strengthen the hospitality industry which provides jobs, a diverse tax base and amenities for everyone to enjoy. [www.visitmankatomn.com](http://www.visitmankatomn.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.