

# Texas Orthopaedic Association Receives 2010 Constant Contact All-Star Award

*Constant Contact recognizes the Texas Orthopaedic Association  
for commitment to best practices in email marketing **for the second year in a row!***

**AUSTIN, TEXAS – March 16, 2011** - The Texas Orthopaedic Association today announced that it has received a 2010 All-Star Award from [Constant Contact<sup>®</sup>, Inc.](#), a leading provider of [email marketing](#), event marketing, and online survey tools for small organizations. The Texas Orthopaedic Association was selected for meeting Constant Contact's best-practice standards for the use of Email Marketing throughout 2010.

*"The Texas Orthopaedic Association constantly strives to communicate to our membership timely information regarding current issues that affect orthopaedic surgeons in Texas and keep them informed. The TOA eConnect electronic newsletter is an excellent tool for communicating to our membership and we are thrilled to be recognized with the 2010 Constant Contact All Star Award." Masa Pettit - Director of Marketing and Communications.*

The Texas Orthopaedic Association received the 2010 Constant Contact All-Star Award for demonstrating best practices in the effective use of Constant Contact Email Marketing in the following areas:

- Frequency of campaigns
- Open rates
- Bounce rates
- Click through rates

*"We work hard to listen to our customers, and we use that feedback to create products and services designed to help them better engage with their customers and prospects," said Gail Goodman, chairman, president and CEO of Constant Contact. "The Constant Contact All Star Awards are our way of recognizing our customers that have successfully used Constant Contact to market their companies. We have some of the most committed, passionate customers out there and we're proud we can be a part of their continued success."*

## **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 400,000 small businesses, nonprofit organizations, and member associations worldwide rely on Constant Contact as their engagement hub for starting and driving ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled know how, education and free coaching with a personal touch, including award-winning customer support.

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