

Constant Contact and City of Chicago Treasurer's Office Announce Fourth Annual Small Business Online Marketing Contest

Program expects to educate hundreds of Chicago small businesses on business-building best practices

CHICAGO--([BUSINESS WIRE](#))--The start of the new year marked the launch of the fourth annual Small Business Online Marketing Contest, a competition held by [Constant Contact®](#), Inc. (NASDAQ: CTCT) and the Chicago City Treasurer's Office to recognize Chicago small businesses for their marketing success. Small businesses based in Chicago are invited to enter their online marketing promotions for a chance at the \$3,000 first-place prize, \$1,500 second-place prize, or \$500 third-place prize. All winners will also receive a Microsoft Surface and a free year-long Constant Contact account.

"The City of Chicago is a strong supporter of our small business community and Constant Contact shares in our mission to support their success," said Stephanie D. Neely, Chicago City Treasurer. "This contest is an excellent opportunity for us to team up and focus on a crucial aspect to that success—their marketing efforts."

In conjunction with the contest, Constant Contact and the Chicago City Treasurer's Office will also host a series of free educational seminars focused on best practices in online marketing. The first two events in the series will be held at Roosevelt University on January 7th and January 21st at Microsoft's Chicago Office, which will feature presentations from Microsoft and Constant Contact. Additional seminars will run through the end February.

"One of the most inspiring things about small businesses is their passion for their business, whether that's a financial services consultancy or a local bakery. Of course, that often means that their expertise lies in that industry and not in marketing," said Steve Robinson, area director of the Midwestern United States and Canada at Constant Contact. "And that's where we can step in to help. These seminars will give contest participants some final tips – and will give anyone else ideas to jumpstart their marketing to an award-winning level for the future."

Any type of online marketing promotion can be entered in the contest: email newsletters, Facebook promotions, a series of tweets or social posts, as well as promotions with other online marketing channels. Online promotions run during 2013 or through the end of the contest period are eligible.

Entries are being [accepted now](#) via an online submission portal powered by PitchBurner. The deadline to submit is Friday, February 28, 2014. Entries will be judged on the following criteria:

1. **Originality of Concept** – Does the promotion introduce a great new idea (i.e., an interesting initiative or cause)?
2. **Polish and Appeal** – Is the promotion easy to use and aesthetically appealing?
3. **Clarity** – Is the promotion easy to understand?
4. **Effectiveness** – Was the promotion effective and did it drive results?

Additional Resources:

- For information on the Chicago Small Business Online Marketing Contest, visit www.constantcontact.com/chicagocontest
- For information or to register for one of the free educational seminars, visit www.constantcontact.com/local/illinois
- Keep up with the latest contest info on Twitter via [#CTCTChi](#) and [@ConstantContact](#).

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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