



## **Endorphin Advisors Joins the Constant Contact Partner Program**

*Solution Provider Program Delivers Effective and Affordable Online Marketing Tools to Win Customers and Build Strong, Lasting Relationships*

**ALBANY, NEW YORK — April 7, 2011** — Endorphin Advisors today announced it has joined the [Constant Contact Partner Program](#) (NASDAQ: CTCT) as a Solution Provider Partner. Endorphin Advisors will now be able to provide its clients with easy-to-use [email marketing](#), [social media marketing](#), [event marketing](#), and [online survey](#) tools to help them create and build strong, lasting customer relationships.

“As we formulate and implement business development and Internet marketing strategies for our clients, access to effective online marketing tools is essential for success,” said Erik Bunaes, President, Endorphin Advisors. “The [Constant Contact](#) online marketing tools give our clients a valuable addition to our core services. Because of the tools’ ease-of-use and affordability, membership in the Constant Contact partner program provided a great solution to meet our clients’ marketing needs.”

Endorphin Advisors will now use Constant Contact’s online marketing tools, which are specially designed to help small businesses and organizations drive participation and strengthen relationships. These tools include:

- Email Marketing for quickly creating professional-looking emails, managing contact lists, measuring campaign results, and reviewing new list members;
- Social Media Marketing for turning fans, friends, and followers into customers. Harnessing digital word of mouth from Facebook, re-tweeting offers on Twitter, or posting a review on Yelp keeps the conversation going and generates a powerful buzz for small business;
- Event Marketing for efficiently promoting and managing registrations and RSVPs for meetings, functions, seminars, and events; and



- Online Survey for gathering feedback that helps meet customer needs, generate new ideas, and help grow a business or organization.

“Our tools are all proven to help small businesses connect with customers and build successful relationships with them,” said Steve Johnson, vice president, partners, Constant Contact. “We are pleased that Endorphin Advisors chose Constant Contact to provide its clients with our online marketing tools and we look forward to working together to be an even bigger factor in their customers’ success.”

### **About Endorphin Advisors**

Endorphin Advisors is a unique management consulting firm and marketing agency. We help businesses develop and implement short and long-term strategic plans, while also providing day-to-day business development and strategic and tactical marketing services to select clients committed to aggressive growth.

Endorphin Advisors specializes in Internet (inbound) marketing; online lead generation and nurturing strategies; content development strategies; and development of the web properties required for effective inbound marketing, including web sites, blogs, social media and email marketing tools.

[Endorphin Advisors](http://www.EndorphinAdvisors.com) was started in 2005, and re-located in 2011 from Silicon Valley to Albany, NY. Find them at <http://www.EndorphinAdvisors.com>.

*Satisfied with your online marketing?* Endorphin Advisors offers a systematic, comprehensive audit and analysis of everything a business does online to market itself, including its website, blog, social media, email marketing, use of video, analytics tools, and more. Learn more at [www.web-marketing-audit.com](http://www.web-marketing-audit.com).

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

Constant Contact’s [email marketing](#), [social media marketing](#), [event marketing](#), and [online survey](#) tools help small organizations grow their businesses by building stronger customer relationships. More than 400,000 small businesses, nonprofit organizations, and member associations worldwide rely on Constant Contact's easy-to-use, affordable online tools to create



and deliver personalized, professional communications that engage casual customers, members, prospects, and passionate customers wherever they congregate online — from their email inboxes to their social networks. All Constant Contact products come with unmatched education, training and personal coaching services, and award-winning technical support. Founded in 1995, Constant Contact is a publicly traded company (NASDAQ: CTCT) with offices in Waltham, Mass.; Loveland, Colo.; and Delray, Fla.; and a San Francisco office scheduled to open later this year. Learn more at [www.ConstantContact.com](http://www.ConstantContact.com) or call 781-472-8100.

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