



Dade County Schools Earns 2018 Constant Contact All Star Award

Recognized Among Top 10 Percent of Customers Driving Powerful Email Marketing Results

Trenton, GA— March 18, 2019 – The Dade County Board of Education has been named a 2018 All Star Award winner by [Constant Contact](#), an [Endurance International Group](#) company and a leader in small business marketing solutions. The annual award recognizes the most successful 10 percent of Constant Contact’s customer base, based on their significant achievements using email marketing to engage their customer base and drive results for their organization during the prior year.

The Dade County School System is comprised of four schools: Davis Elementary, Dade Elementary, Dade Middle and Dade County High School. The Superintendent shares weekly newsletters about current events and accomplishments of Dade County’s 2100 students. The newsletters are also shared via social media, and with local media outlets. Approximately 3500 stakeholders receive the newsletter each week. Additionally, Davis Elementary Principal Josh Ingle utilizes Constant Contact to communicate with Davis stakeholders. Final newsletters are archived on the district website.

Dr. Jan Irons Harris, Superintendent, said, “We’re happy to be recognized by Constant Contact for achieving strong marketing results and engaging with our community. Constant Contact’s tools have helped us to develop our relationships with our parents and stakeholders through improved communication. Our mission it to ensure that students have the opportunity to become independent, hardworking, lifelong learners capable of succeeding in a changing society through: Dedicated Teachers and Staff, Community and Parent Commitment, Safe and Orderly Environments, and Strong Leadership Committed to Excellence.

Small businesses and nonprofits using Constant Contact’s online marketing tools are eligible for this award. Criteria used to select this year’s All Stars included the following during 2018:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

“Constant Contact’s primary goal is to fuel small business success. We know it’s not an easy road for small business owners, which is why we work to provide easy and affordable marketing tools and advice that can elevate their customer engagement and awareness to new levels,” said Holli Scott, Vice President of Customer Success. “The campaigns created by this year’s All Stars demonstrate that a business, regardless of its size, can accomplish their marketing goals and we celebrate Dade County Schools’ impressive achievements with this All Star Award.”

To learn more about **Dade County Schools**, go to <https://www.dadecountyschools.org> To view DCS newsletters powered by Constant Contact, [click here](#).

About Constant Contact

Constant Contact, an Endurance International Group company and a leader in online marketing for more than 20 years, offers an easy-to-use platform that helps small businesses create professional campaigns that can help increase customers and revenue. From advanced automation features to industry-leading integrations, to personalized coaching, Constant Contact is the trusted marketing partner of hundreds of thousands of growth-minded small businesses around the world. For more information, visit:

www.constantcontact.com.

About Endurance International Group

Endurance International Group Holdings, Inc. helps millions of small businesses worldwide with products and technology to enhance their online web presence, email marketing, business solutions, and more.

The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, Domain.com and SiteBuilder, among others. Headquartered in Burlington, Massachusetts, Endurance employs over 3,800 people across the United States, Brazil, India and the Netherlands. For more information, visit:

www.endurance.com.

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