

# Partner Case Study

*“We are not a ‘template-based’ firm. Our clients appreciate our customized, client-centered approach, in which every step of the process is signed off on and everyone’s on board.”*



J Rudny  
Dynamic Web Solutions  
www.jrudny.com

## Partner at a Glance

Company: J Rudny

Location: Aurora, IL

Services Provided: Web Development and Design, Online Marketing

In Business Since: 1996

More Information: [www.jrudny.com](http://www.jrudny.com)

Business Partner Since: 2008

Constant Contact Accounts: 7

## Constant Contact Lends Credibility and Drives Business for Web Designer

An interactive design consultancy, J Rudny helps clients achieve their online goals by offering custom web solutions and e-marketing services. Founded in 1996 by entrepreneur James Rudny, the company has grown into a creative, full-service web development firm that services tourism, travel, education, advertising, and financial industries, to name a few.

According to Kevin Pickett, J Rudny’s director of sales and marketing, the firm specializes in offering 100 percent-custom web solutions. “We are not a ‘template-based’ firm,” he says. “Our clients appreciate our customized, client-centered approach, in which every step of the process is signed off on and everyone’s on board.”

J Rudny excels at helping businesses and organizations launch companies and websites or get more out of their current online presence. That’s where Constant Contact comes in. J Rudny has been using the email marketing service for its own client communication for many years and recently became a Constant Contact Business Partner, offering Constant Contact’s email marketing solutions to its clients. Kevin says Constant Contact provides, “an excellent vehicle for helping our clients get their message out. We’ve seen a lot of email marketing software out there and Constant Contact is by far the best one.”

### Challenge: Reaching Customers, Reasonably

J Rudny’s clients look to the company to provide dynamic web solutions that are both functional and attractive — and they demand results. Whether it’s driving traffic to a website or bringing in new customers, J Rudny clients want reliable ways to reach their customers as many times as possible for one fixed price. Kevin says Constant Contact fits that bill perfectly. “In this tough economy, Constant Contact is extremely affordable and reaches customers better than most email marketing services do.”

### Solution: Partnership Offers Credibility and Reliability

Committed to client satisfaction, J Rudny relies on Constant Contact to give clients what they are looking for — affordable, credible email marketing services that track results and are CAN-SPAM compliant.



**Constant Contact**<sup>®</sup>  
Connect. Inform. Grow.

## J Rudny

*“If a client is getting a 10 percent open rate, that’s not the best. But if they are getting 50 percent, they know that what they are offering is working for their customers.”*

According to Kevin, Constant Contacts’ analytics “are of key importance to our clients.” Analytical features can pinpoint, via click-throughs and other analysis, what clients’ customers are interested in and what services provide the most return on investment (ROI). “Ultimately, what customers like is revealed right there in the analytics,” Kevin says. “If a client is getting a 10% open rate, that’s not the best. But if they are getting 50%, they know that what they are offering is working for their customers.” From this data, clients can choose from the multitude of options Constant Contact offers — selecting a perfect balance of e-newsletters, email blasts, specials, and coupons that best meets their customers’ needs.

Avoiding bounce-backs and spam are also important to clients. Company founder Jim Rudny says, “Constant Contact takes the sending and reporting part of the process off our plate and allows our clients to be more CAN-SPAM compliant.”

It also helps clients reach out to “warm leads” as opposed to “cold calling” unknown contacts. “When clients say they want to purchase an email list for their marketing base, we say, ‘use Constant Contact instead.’ It allows you to use your ‘warm contacts’ — to reach out to customers who already know you and your company,” Kevin explains.

Reaching out to existing customers and leads increases clients’ credibility in the marketplace — a factor that is critical to J Rudny’s partnership with Constant Contact. “Our clients appreciate the fact that they have heard of Constant Contact so that when we tell them that we are a Business Partner, it’s just another added value for us as a design company,” Jim explains.

Kevin agrees. He says the familiar Constant Contact logo at the bottom of emails gives clients peace of mind because their customers recognize it. “When you see the Constant Contact logo, you see credibility,” he explains.

That credibility is enhanced by the fact that J Rudny uses Constant Contact for its own marketing — following the adage of “practice what you preach.” The company sends quarterly e-newsletters as well as email blasts advertising its “effective trends in online marketing” seminars. “If you’re going to sell a product or service to your clients, you should probably use it. I can’t tell someone how great it is if I don’t use it myself. The fact that I am an enthusiastic customer of Constant Contact helps me talk about it with my own clients,” Kevin says.



## J Rudny

### Results: An Effective Two-Way Street

By supporting J Rudny's own marketing efforts, Constant Contact makes for an excellent Business Partner. Representatives from Constant Contact often speak at J Rudny's marketing seminars and, according to Kevin, help him gain business. "New and existing clients come to these seminars to learn how to be better online marketers. They like what Constant Contact has to offer and will come to us afterwards to add features to their websites or to start using a new service. We almost always pick up a new client or gain business after one of these talks," he says.

Constant Contact has also helped J Rudny build its client list — to about 600 customers — and to achieve an outstanding 49% open rate. Kevin attributes this success to providing relevant content — which includes new features, online marketing tips, and company news — and Constant Contact name recognition. "For every email blast we send out, we get an ROI. We always have a customer who says, 'I really want to add this service on our site. Can you do it for me?'" he says.

J Rudny's clients report similar results. In the tourism and travel industry — which constitutes nearly half of J Rudny's clients — special offers sent via email are particularly effective. For example, Kevin describes one hotel client who sent discount coupons to existing patrons, many of whom used the deal to return to the hotel. Similarly, restaurants are using email blasts to advertise their menus and to create specials for slower nights. As Kevin points out, "Constant Contact helps you build

loyal customers. The more you can offer and touch your customers, the more invested customers feel. Constant Contact helps you to really hit your customer base for almost pennies."

For Jim Rudny, his partnership with Constant Contact allows him to provide the outstanding, client-centered service on which his company was founded. "Constant Contact has really helped us provide our customers with a higher level of support, as well as give us access to tools that help track our clients' email marketing results. It has made us more qualified to do email marketing for them," he says.

### Tips For Other Business Partners:

If you offer web-based marketing solutions to your customers, considering partnering with Constant Contact. A Business Partnership with Constant Contact will allow you to offer your clients:

- New ways to increase traffic to client websites
- Custom email designs to reflect their brands
- Detailed reporting and tracking on all of your email campaigns
- New business insights from Online Survey results
- Using archived emails as a compliment to SEO and SEM programs
- More cost-effective marketing to fit tighter budgets