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## Kentico Introduces 'Marketing Excellence' Program

*New Consulting Service Guides Customers Toward Successful Digital Marketing Campaigns*

**Bedford, New Hampshire, USA, September 16, 2016**—[Kentico Software](#), a provider of an all-in-one CMS, E-commerce, and Online Marketing platform, has just unveiled a new consulting service designed to help customers take full advantage of its digital marketing capabilities. This new professional service guides digital marketers, project managers, and other end users through the effective use of the Kentico Online Marketing solution, providing in-depth evaluations of each customer's digital marketing efforts as well as recommendations for improvement.

### **About the Marketing Excellence Program**

The program works by having a Kentico Marketing Excellence consultant effectively looking over the shoulder of each program participant. After purchasing consulting credits, the process begins with a Kentico consultant reviewing the customer's project plan. Through a series of highly interactive meetings, the customer's specific goals are addressed, and discussions take place on how to realize these goals with Kentico. The consultant is on board for a significant period of time, reviewing a company's work, answering questions, and proposing solutions and best practices every step of the way. A retrospective meeting delivers final closure, ensuring that the customer is working effectively, fully utilizing Kentico's Online Marketing capabilities, and taking full advantage of best practices.

"Technology alone is rarely the answer," commented Katerina Foretova, Digital Marketing Consultant at Kentico. "That's why Kentico offers an increasingly broad array of training and consulting services—to help clients correctly deploy the solution from a technical point of view, and now, with this latest offering, to work directly with digital marketers in a more consultative fashion. By working hand-in-hand with our customers, we are able to provide extraordinarily useful feedback and insights. The new Marketing Excellence Program is further evidence of our unwavering commitment to customers."

The Kentico Marketing Excellence program includes:

- An evaluation and overview of a customer's digital marketing efforts
- Focused instructions on Kentico's Online Marketing features
- Assistance with setting up Online Marketing functionalities
- Advice on various marketing scenarios and how they can be realized through the Kentico platform
- The resolution of marketing-specific challenges
- Best practices for achieving operational excellence
- Recommendations for fine-tuning the effectiveness of marketing campaigns

To learn more about this new program, please visit the [Kentico Marketing Excellence](#) web page.

### **About Kentico**

Kentico is an all-in-one CMS, E-commerce, and Online Marketing platform that drives business results for companies of all sizes, both on-premise or in the cloud. It gives customers and partners powerful, comprehensive tools and customer-centric solutions to create stunning websites and manage customer experiences easily in a dynamic business environment. The Kentico Web Content Management Solution's rich selection of out-of-the-box web parts, easy customizations, and open API, quickly gets websites operational. When combined with the full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer experience across multiple channels.

Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico has 1,000 digital agency partners and powers more than 25,000 websites across 100 countries. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.

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