## **Email Marketing:** Product Feature Checklist

## Constant Contact\* Email Marketing Newsletters and Communications

	Paid Account	Notes
EMAIL DESIGN FEATURES		
Easy-to-Modify, HTML Email Templates	400+*	*With thousands more variations
One-Screen Editing	$\sqrt{}$	
Drag and Drop Authoring	$\sqrt{}$	
MyLibrary: Image and Document Storage	50MB*	*Included with \$5 add-on MyLibrary Plus
Stock Image Gallery	$\sqrt{}$	Included with \$5 add-on MyLibrary Plus
Image Editing through Picnik®	$\checkmark$	
Anti-SPAM Checker	$\sqrt{}$	
Coupon Template Block	$\sqrt{}$	
Spell Check	$\sqrt{}$	
26 Multi-Language Options	$\checkmark$	
Preview and Send Test Email	$\sqrt{}$	
CONTACT AND LIST MANAGEMENT		
Unlimited Lists (segmentation)	$\checkmark$	
Import from Salesforce®, ACT®, QuickBooks®	$\sqrt{}$	
Import from Microsoft® Outlook, Outlook Express	$\sqrt{}$	
Manually Add Email Addresses and Contact Details	√	
Direct Import from Text, .CSV, Excel, Gmail and Google® Contacts	$\checkmark$	
Contact Capture: Add and Update Contacts Directly from Your Desktop on Your PC or Mac	$\checkmark$	
Export Results (.CSV,Text)	$\sqrt{}$	
Safe Unsubscribe: Automatically Removes Unsubscribes from Contact Lists	$\checkmark$	
EMAIL DISTRIBUTION		
Create and Send Unlimited Emails	$\sqrt{}$	Trial: Send to up to 100 unique email addresses
Send Now or Schedule Later	$\checkmark$	
Send to Email Contact List	√	
Forward to a Friend	$\sqrt{}$	
Automatic Email De-Duplication of Email Addresses Before Sending	V	

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	Paid Account	Notes
SOCIAL MEDIA MARKETING		
Social Share Tutorial	√	
Social Share on Twitter, Facebook, LinkedIn and other Social Sites	$\checkmark$	
Social Buzz Allows Readers to Tweet, Like and Join Your Mailing List	$\sqrt{}$	
Nutshell Mail: Social Media Monitoring	Free Forever	
Join My Mailing List for Facebook	$\sqrt{}$	
TRACKING AND REPORTING		
Social Stats: Track Tweets, Shares, Likes, Posts of Your Email	$\sqrt{}$	
Visual Graph and/or Raw Data for Key Metrics and Results of Your Email	$\checkmark$	
See Who Opens Your Email	$\sqrt{}$	
See who Opts Out of Your Mailing List	$\sqrt{}$	
See Bounce Back Emails	$\sqrt{}$	
Tracks Who Clicks on Links and Forwards the Email	$\sqrt{}$	
Compare Stats to Others in Your Industry	$\sqrt{}$	
Chart How Your Campaigns Measure up Against One Another	$\sqrt{}$	
OTHER POWERFUL TOOLS		
iPhone App	$\sqrt{}$	
Autoresponders	$\sqrt{}$	
Public Newsletter Archive	$\sqrt{}$	
Edit Email Style Sheet	$\sqrt{}$	
Constant Contact MarketPlace Tools & Solutions to Grow Your Business or Organization	V	
Self Publish or Constant Contact Authentication	$\sqrt{}$	
Free, Unlimited, <b>Coaching and Customer Support</b> : Phone, Email, Chat and Online FAQs	V	9AM-11PM ET Mon-Thur 9AM-9PM Fri Email 7 days per week
Integration with Online Survey	$\sqrt{}$	
Integration with Event Marketing	$\sqrt{}$	
Security and Privacy	$\sqrt{}$	
View as a Webpage Option	$\checkmark$	

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