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## Constant Contact Helps Ignite It Group Provide “One-Stop Shopping”

Helping clients get their messages out loud and clear is the goal of Ignite It Group. Based in Dallas, Texas, Ignite It Group is a full-service corporate communications organization.

They support their clients’ business growth through the development and implementation of strategic marketing and learning programs. The diversity of their team and the variety of their professional experience gives them the ability to understand, communicate, and relate to a wide demographic, ensuring the right messages are delivered clearly, and with the maximum impact. They also have the expertise to educate their clients’ employees and client base, creating a strong foundation for their business. Their clients include a variety of business-to-business and business-to-consumer organizations across numerous markets, and range from individual entrepreneurs to multi-million dollar companies.

According to CEO Shelly Iversen, Ignite It Group focuses on results, not just on the creative aspects of their programs. “We are different from other agencies because we offer extensive strategic planning that goes beyond just ‘visuals.’ We believe it is critical to first understand a business’s overall goals; without that, marketing can miss the mark.”

To that end, Ignite It Group strives to provide “one stop shopping” when it comes to its marketing and learning services. With extensive experience in many aspects of marketing and learning solutions, Shelly and her team give clients access to everything they need to get the word out about their businesses. One very important tool in that toolbox is email marketing from Constant Contact.

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### Partner at a Glance

Company: Ignite It Group

Location: Dallas, TX

Services Provided:  
Marketing Services  
Learning Services



In Business: 7 years

Employees: 12

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

Business Partner Since:  
2004

Constant Contact Accounts:  
Over 40



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

## Ignite It Group

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### Challenge: Finding Cost-Effective, Targeted Email Marketing Solutions

Around five years ago, Ignite It Group recognized a rising client demand for email marketing. “Our customers were looking for better ways to communicate, and email often seemed the most suitable. But they were sending email blasts through Outlook in ways that were either ineffective, inappropriate, or didn’t take full advantage of the medium,” Iversen says.

She also found that direct mail didn’t work for many of Ignite It Group’s clients. “It was either too expensive or didn’t reach the intended audience,” she says.

So she began searching for an email marketing solution that was both affordable and provided appropriate reporting data. “When we started looking for email marketing, Constant Contact quickly floated to the surface because it had all the components we needed in terms of ease of use and reporting functions, as well as its price point. It answered all our issues,” she says.

Ignite It Group signed up with Constant Contact in May, 2004, and has been a business partner ever since. More than 40 of its clients use email marketing from Constant Contact as part of their solutions.

### Business Partner Program Advantages: Finding “What Works” with the Help of Useful, Qualitative Data

Iversen couldn’t be happier with Constant Contact, which helps Ignite It Group reach its goal of presenting clients’ messages in visually, verbally, and intelligently effective ways. Ignite It Group often manages its clients’ email marketing programs, from creating templates and writing newsletter content to managing email distribution lists; sometimes the agency trains clients to manage their own email marketing. Iversen says that Constant Contact “allows Ignite It Group excellent functionality. We can paste in our own HTML code and develop templates for our clients that work seamlessly.”

Iversen makes extensive use of Constant Contact’s reporting tools because being able to measure the solutions her agency implements is extremely important. “Ignite It Group works with organizations on a strategic level so we need to show the value of our programs and the client’s return on investment,” she says. “We use open rate and other data to see what’s working.

We want to know: ‘Was it the email list, the message, the subject line, or what?’ Constant Contact provides quantitative data—how many emails received, how many forwarded, how many opened, etc.—that allows us to look at our programs and tweak them until we figure out what works best.”



## Ignite It Group

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Ignite It Group also takes full advantage of Constant Contact’s Business Partner Program offerings. Iversen uses the Business Partner Console, where she can view and manage all of her clients’ accounts. In addition, she often attends Constant Contact’s Business Partner events, where she can learn about new features, provide feedback about the technology, and network with colleagues. “Constant Contact has done a good job of creating a community of business partners like myself,” Iversen says. “The team provides ongoing training and really listens to the enhancements we’d like to see. I think Constant Contact does an excellent job of keeping up with the technology and staying on the cutting edge of email marketing.”

### Results: Adding Value to Client Relationships

Constant Contact has provided Ignite It Group’s clients with excellent results, from increased open rates to better list management and branding. Ignite It Group helped one client in the food services industry manage an 18,000-name email list and develop monthly newsletters to publicize the company’s offerings. The client quickly found that its orders increased significantly after Ignite It Group sent out the newsletters.

Ignite It Group used Constant Contact to help another client, a career consultant, position herself as an expert in her field. By sending periodic newsletters that included the consultant’s picture, key message, and news about her business, Ignite It Group created a “brand” for the client that helped her customers connect

with her. According to Iversen, the consultant’s open rate is excellent. “The average in the career consultant industry is 18-20 percent; hers is 27 percent and she has a click-through rate of 10 percent, which is very high.”

Iversen feels that Constant Contact not only brings value to her clients, it also brings value to Ignite It Group and its ability to leverage its expertise. “Many of our customers don’t understand how to use email marketing effectively. With Constant Contact, we have a readily available tool that supports our expertise — that we are using the most cost-effective, leading vendor in email marketing to solve our clients’ problems.”

### Tips for Other Business Partners

A partnership with Constant Contact offers your clients more complete marketing services. Constant Contact’s email marketing solutions allow you to provide state-of-the-art technology and customizable, flexible formats. By partnering with Constant Contact, you can:

- Become an email marketing expert by taking advantage of Constant Contact’s Business Partner training and networking event.
- Manage all of your clients’ accounts from one central location in the Business Partner Console.
- Evaluate the effectiveness of your clients’ programs by analyzing Constant Contact’s reporting data

