

It takes a Great Pedigree



to be Top Dog

10 reasons to go with the Email Marketing leader

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When it comes to developing customer and client relationships, small businesses agree that email marketing has become a critical tool in their overall marketing programs.

According to the *2011 Marketer's Agenda* by Aberdeen Group, 74 percent of organizations with less than 100 employees use email marketing. And those who use Constant Contact as their email marketing solutions provider enjoy better results than those who use other solutions. Among those "metrics that matter," Constant Contact customers yielded 36 percent higher open rates and 60 percent greater click-through rates than non-Constant Contact users, according to that same Aberdeen study.

Constant Contact, the leader in email marketing solutions, serves more than 450,000 small businesses and organizations with the right combination of powerful tools and helpful, free coaching. Our Web-based email marketing service is priced for small businesses and organizations, and designed to make professional email marketing fast and simple for even the least tech-savvy user. With Constant Contact, your emails look professional, avoid spam filters, and deliver value for your email marketing efforts. Even better, they can help your business or organization grow, and develop stronger relationships with your customers, members, donors, and other recipients.

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1.

You can easily create professional-looking emails.

Appearance matters, especially in marketing. Constant Contact's template picker makes it easy to choose from our more than 400 email templates. Each can be customized to match your brand or website. Incorporate your logo, use your company colors, include photos or graphics, and select from many fonts. Our HTML templates make great-looking emails without requiring any HTML skill; everything you need is pre-formatted to help you organize your content and edit with one-click editing. Technically savvy marketers, however, can fully customize Constant Contact emails in HTML or XHTML. Whether you use our templates or create your own look, Constant Contact ensures a professional appearance for your email marketing campaigns.

2.

It's super easy to use.

You don't need any special skills or technical knowledge to use Constant Contact. Our wizard guides you through the process to create and distribute your emails, saving you precious time and money. You don't have to worry about the technology or infrastructure used to send your email; Constant Contact builds into the background all the bandwidth, power, and flexibility required to successfully create and launch your campaign. If at any point you do need some help, though, Constant Contact provides a free coach dedicated to your account as well as online education and support via phone, email, or chat. With its ease of use and free help, Constant Contact saves you time and money on your email marketing.

More than **400** email templates.

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3.

You can integrate social media.

Small businesses and nonprofits are looking for ways to integrate their Facebook, Twitter, LinkedIn, and other social media accounts into their overall marketing programs.

Constant Contact makes it easy to integrate social media into your email marketing efforts. You can embed links to your social media accounts and your readers can share your messages with their friends and followers all with one click, helping you extend your reach and find new customers.

4.

Measure your results.

Constant Contact tracks the most important metrics for each email campaign. Our reports show the number of emails sent and opened, who opened it, who clicked through, and which links they selected. You'll also learn about new subscribers, who unsubscribed, which emails bounced, and more. This information, clearly presented in real-time reports, helps you

to optimize your emails to improve your performance. You can even see how often your emails were shared, and on which social networks. With this information, you can track and measure your success, target more effectively, and determine warm leads. By understanding individual email and campaign results, you will know your subscribers better so you can build more effective campaigns in the future.

5.

Actually reach your audience.

Constant Contact gets you in the Inbox. More than 97 percent of emails sent using Constant Contact consistently make it to the recipient's inbox, according to Return Path. (The industry average is 81 percent.) Constant Contact maintains strong permission policies and has an active anti-spam team that works on your behalf with the receiving Internet Service Providers (ISPs) to ensure that your email is delivered with proper protocols. Our relationships with ISPs make sure that your permission-based email gets through. If you're not using an email service provider, you may never know if your email arrived. With Constant Contact, you know which emails got delivered, which didn't — and why.

More than **97%** of emails sent using
Constant Contact consistently make it to the
recipient's inbox.

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6.

Emails are properly formatted for your recipients.

Some people receive and view HTML-formatted emails, while others display only text. Constant Contact knows the difference and sends email in the correct format every time. This is important because HTML response rates are 35 percent higher than text only, and because the incorrect format can leave your recipient deciphering gibberish. To increase your response rates, if your email can be viewed in HTML format, that's how we send it. Constant Contact controls the size of your emails too, so you don't exceed limits set by ISPs or corporate domains. This avoids emails from being blocked or filtered. Constant Contact ensures you present yourself in the right format.

7.

We can handle your group mailings.

Many email systems and most ISPs limit the number of emails that you can send at one time, and most ISPs guard against group emailing because of the spam risk. Constant Contact sends more than 650 million emails every month on our customers' behalf. Our strong relationships with ISPs and our reputation as a recognized email marketing service make it easy for you to send emails to your customers, members, and prospects.

8.

It's easier to manage your lists.

Constant Contact hosts your email lists and automatically performs critical list-management functions. Our list signup options include widgets for your website, a Facebook app, and a Text-to-Join feature that lets customers and members sign up simply by sending a text message. We let existing subscribers edit their own profiles so you have updated information. We handle all unsubscribe requests, which makes managing your email marketing not only easier, but compliant. We also handle bounced emails and send a report indicating the reasons for the bounce (full mailbox, vacation message, nonexistent address, or blocked), so you're not overwhelmed by messages about each undelivered email. Sending email marketing through a standard email system means time-consuming, confusing, and potentially error-prone list management. Constant Contact removes that burden from its customers.

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9.

You'll be compliant with mailing laws and follow professional mailing practices.

Constant Contact keeps you and your organization in compliance with the U.S. CAN-SPAM law. We stay current on the laws and trends affecting email marketing and build protections into our services, tailoring our system to provide you with the tools to stay compliant at all times. For example, you can't violate list members' confidentiality by exposing their email addresses in the "To" field. In addition to our built-in features, we provide continuous education on email marketing best practices through free newsletters, webinars, tutorials, and in-product guidelines. This helps you learn important information, like requirements to include unsubscribe instructions, an unsubscribe link, and a physical mailing address for your organization. Our efforts keep you out of trouble while getting your email marketing through to the people you want to reach.

10.

We're always improving — and updating your account.

Constant Contact is constantly perfecting our email marketing solution. These enhancements are pushed out to you and, unlike most purchased bulk-email software, require no action on your part to activate in your account. You will always have the most current tools available to meet the changing requirements of email marketing. These updates keep you compliant and provide ever-easier ways to create and distribute your email marketing campaigns.

Need another reason?

You can test-drive Constant Contact Email Marketing with a **free 60-day trial**.

Call 866-289-2101 today and find your own reasons why Constant Contact is right for you.

