

## Frequently Asked Questions



### Q: Why did Constant Contact acquire NutshellMail?

**A:** Constant Contact's acquisition of NutshellMail represents the next significant step in eliminating the confusion and chaos around social media for small businesses, nonprofits, and associations. Today we are moving aggressively to make social media marketing simple and effective in the same way we have with email marketing, event marketing, and online survey. We sought out the best team we could find to help simplify social media marketing. There was a tremendous alignment of vision and product between NutshellMail and Constant Contact. Together, we will help small business, nonprofits, and associations harness the power of social media by making it easy, impactful, and affordable. With a simplified and effective product, backed by our world-class coaching and support, we will help small organizations drive meaningful return on their time and effort devoted to social media marketing.

### Q: What do small businesses need to know about social media marketing?

**A:** Social media marketing allows small businesses to reach and engage prospects, casual customers, passionate customers, and members wherever they congregate online, and in the format, conduit, or network those customers, members, and prospects choose. Constant Contact and NutshellMail makes this easier than ever and allows small businesses to derive real value from social media marketing campaigns. Additionally, Constant Contact has published [three guides for small businesses/nonprofits on social media marketing topics](#). We also have held numerous webinars on social media and online marketing topics. And we have published many articles and advice columns on how to use social media marketing with other online marketing methods, including email marketing, online survey, and event marketing.

### Q: What is the connection between email marketing and social media?

**A:** The email inbox is where small business owners and employees keep track of their social networking activity and spend the majority of their time connecting with customers and prospects. The combination of the breadth of social media with the depth of email is the way forward for small businesses, nonprofits, and associations. By simplifying how these organizations use social media in the same way we have with email marketing, we can eliminate the chaos and their confusion surrounding social media.

### Q: How are small businesses using social media marketing?

**A:** Small businesses have reached the stage where their questions on social media are no longer "Should I jump into social media?" but "When I jump into social media, how do I ensure that I get business value out of it efficiently?" Our [2010 Small Business Attitude and Outlook Survey](#) (published in April), showed that an increasing number of small businesses find Facebook,

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Twitter, LinkedIn, YouTube, and blogs to be important tools in marketing their companies. Though small businesses are increasingly interested in social media marketing, they may not know where or how to get started.

- They know that word-of-mouth referrals are key to engaging new customers to grow their business, and ...
- They know that these conversations are happening online, but ...
- They don't know where to start or how to engage in them, so ...
- They need help making order of the chaos, and ...
- They need help to do it right.

This is where Constant Contact comes in, providing the tools, coaching, and support needed to help small businesses learn social media marketing, just like they learned email marketing. Doing it right means:

1. Delivering a great customer experience that...
2. Creates passionate customers who, in turn, share their passion throughout their networks...
3. Then maintains the circle by keeping passionate customer relationships alive through ongoing engagement.

### Q: Will Constant Contact introduce more social media marketing tools?

**A:** Constant Contact plans to add more social media marketing tools that will help small businesses, nonprofits, and associations monitor, manage, and measure their social media marketing campaigns and conversations in the coming months. These will all be supported by Constant Contact's signature free personal coaching, training, and [education](#) services, and award-winning technical support. Customers can sign up for NutshellMail today at [www.nutshellmail.com](http://www.nutshellmail.com) and get started using a great product for free and in less than 5 minutes. Several members of the Constant Contact team have already signed up, and it has revolutionized the way we do social media networking.

### Q: What other changes are you making to your product line to make it fully integrated with social media?

**A:** As we mentioned, there will be much more to come in the future on this. In the last six months, Constant Contact has introduced a number of product enhancements that bring email marketing and social media closer together. Among these are a share bar feature that has enabled Constant Contact customers to easily get the word out about their businesses on the social media networks of their choice. We also offer the ability to Tweet an Event, so that our

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Event Marketing customers can spread the word about their upcoming events by tweeting the details directly from the Constant Contact console.

In addition, we've integrated Join My Mailing List (JMML) tools for social media networks like Facebook. Customers can also use our JMML builder to easily create links that can be placed on the social networking site of your choice. Finally, we have included other options that allow small businesses, nonprofits, and associations to link to various social networking sites while creating campaigns using our special insert options. You can quickly create branded links to Facebook Pages, Twitter, and YouTube right from our authoring environment.

### **Q: When will Constant Contact open a West Coast office?**

**A:** NutshellMail co-founders Mark Schmulen and David Lyman will lead Constant Contact's new Silicon Valley office, to be opened later this year. Schmulen will serve as Constant Contact's General Manager, Social Media; David Lyman as Director of Software Development. With headquarters in Greater Boston and a strong presence in Silicon Valley, Calif., Constant Contact will have great roots in the centers of technology innovation in the country. In this way we'll be able to keep bringing great technology and innovation to small businesses in our simplified and affordable tools.

### **Q: How is NutshellMail different from Web-based aggregation tools like FriendFeed, TweetDeck, and Socialite?**

**A:** Many of the other social media aggregation tools create more chaos by bringing in updates from across social media networks in real-time. Constant Contact and NutshellMail are providing a simple tool that allows busy professionals to be more efficient with their time spent on social networking. Users can use the Web-based product on their desktops and NutshellMail while on the go or from a webmail portal. Nothing makes managing social media activities as simple as receiving an email at the time of your choosing so you can engage in social media conversation when you want to, sort of like a DVR for your social media.

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