

Top Reasons to Use Email Marketing

By Constant Contact



With more than 650,000 customers, Constant Contact is the leading provider of Email Marketing for small businesses and nonprofits. Our easy-to-use solution lets you quickly create beautiful, professional-looking emails that get meaningful results – more customers, more sales, and more revenue.

Here are a few reasons to take advantage of Email Marketing from Constant Contact:



Great Looking Emails

Save time by choosing from one of the hundreds of email templates that you can quickly and easily customize to match your webpage and brand. Just drop in your logo, change the colors, and add your images and content. No technical experience necessary.



Flexible Email Distribution

You can send an email now, or schedule to send at a later time. We even tell you the best time to send your email based on your contacts' and industry's habits to ensure you get the highest open rate. You can also send your email to multiple lists at once.



Free Award-Winning Coaching and Support

Get started with email marketing quickly and easily. Our email solution comes with free coaching, and online and local education from marketing experts that are as committed to your success as you are.



Mobile-friendly Templates

Constant Contact offers mobile-friendly templates to ensure that your email looks great no matter what device it is viewed on, including desktop, mobile and tablet.

Email is nearly 40x more effective at acquiring customers than Facebook and Twitter combined.

Source: McKinsey

91% of all U.S. adults like to receive promotional emails from companies they do business with.

Source: Marketing Sherpa

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**For every \$1 spent,
\$44.25 is the
average return on
Email Marketing
investment.**

Source: Email Expert

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Social Media Integrations

Expand your reach by posting your email content to Facebook, Twitter, and other social networks right from your Constant Contact account. Add Facebook and Twitter “follow me” icons in every email and the Facebook Join My List tab to sign customers up for your email newsletter.



Manage Your Contacts

Never manually add emails again. Instead, you can easily upload your email list from Excel, Gmail, Outlook and more. Add contacts on the go using the Constant Contact Mobile App. Our tools automatically keep your list healthy by updating unsubscribes, bounces and inactive emails.



Higher Deliverability Rate

Strong relationships with ISP's lead to high email deliverability rates. Constant Contact has a deliverability rate of over 98%. That means your email gets into the inbox. Every time.



Measurable Results

Make informed business decisions based off of what works. Constant Contact's reports track clicks, forwards, social shares, bounces, opt-outs, SPAM complaints, and more! You can even see who opened an email, who clicked, and what they clicked on.



Apps and Integrations

Download affordable and free apps and integrations on Constant Contact's MarketPlace to make smart connections with many of the other tools you're already using.

For more education, visit blogs.constantcontact.com