

Top Reasons to Use Email Marketing

By Constant Contact



Email marketing remains a successful marketing tactic that delivers great results—even in a world of increasing mobile and social channels. With more than 600,000 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 donors, more sales, and more revenue.

For every \$1 spent, \$38 is the average return on Email Marketing investment.

Source: Direct Marketing Association, 2015

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

Source: Marketing Sherpa

There are 2.5 billion email users in the world—about 233 million are in the U.S.

Source: Statista, 2015

Small businesses that promote their business with multiple social channels in conjunction with email, reported increases in key metrics:

- **Customer engagement: 73%**
 - **New customers: 57%**
 - **Website traffic: 54%**
 - **Revenue: 40%**
 - **Referrals: 39%**

Source: Constant Contact Survey

Email Marketing fits right into your current marketing mix.



Supercharge your website.

Your website is the central hub of your online presence. Create and customize a Constant Contact web sign-up form, then sit back as you turn your visitors into subscribers. Use the content on your blog in your next newsletter—drive your subscribers back to your website to view content, donate funds, or purchase a product.



Drive more likes, fans, and followers.

Expand your reach by posting your email content to your social networks right from your Constant Contact account. Then, add social buttons to every email, and a “Join My Mailing List” Facebook app to your business page. Constant Contact makes it easy to manage everything from one place.



Bring offline, online.

Set up a newsletter signup form in your business to collect email addresses, use the Constant Contact ListBuilder mobile app, or set up a Text-to-Join so your customers can use their mobile device to subscribe to your newsletters. Stop missing out on repeat sales, and add email to your marketing mix!



98% of Constant Contact emails hit customers' inboxes. Only 77% of regular email does.

Try it for free with a 60-day trial, or dive right in starting at \$20/month.

Pre-pay and nonprofit discounts available.



Email Marketing from Constant Contact—powerful made simple.



Great Looking Emails

First, drag. Then, drop. Editing is that simple. Our email editor makes it easy to customize the mobile-responsive email template of your choice to look like the business—or organization—your contacts know.



Get your message in front of more people. Track your success in real time.

Hit send and post your emails to your social networks (we'll suggest the captions and images) all at once. Our email tracking tools tell you who's opening, clicking, and sharing your emails and social posts in real time, so you can plan your next steps.



Automatically send the right message at the right time.

Personalized emails build engagement, and our autoresponder makes it simple. Create it once, and set it to send automatically for triggers like birthdays or a customer milestone. Then, set up a series of emails for your contact lists. When you add new contacts to your automated list, they'll start receiving a scheduled series of emails.



Contact management, with less of the "management."

Easily upload your email list from Excel, Gmail, Outlook, and more. We'll handle the rest: unsubscribes, bounces, and inactive emails update automatically. No list? No problem—our free tools let you easily add contacts in-person, from your Facebook page, or your website.



Limitless Possibilities

Our PLUS features give you the power to extend your marketing beyond the inbox. Start with email, and then connect with people in new ways, like live events, trackable coupons, online surveys, and more.