

New Constant Contact Study Links Multi-Channel Marketing to Small Business Success

Company's new all-in-one marketing platform helps small organizations get new and repeat customers using multiple channels: email, social, mobile, and web

WALTHAM, Mass.--([BUSINESS WIRE](#))--[New data](#) from [Constant Contact®, Inc.](#) (NASDAQ: CTCT) shows that the vast majority of small businesses and nonprofits (82%) have adopted multi-channel marketing programs, leading to increased customer engagement, new customers, and more revenue. At the same time, their top two marketing concerns are making their marketing dollars go further (59%) and selecting the best marketing campaigns to run (56%).

The findings validate the strategy behind the company's launch of the [Constant Contact Toolkit™](#), an all-in-one online marketing platform that simplifies small business marketing by bringing together the tools needed to drive repeat customers and reach new ones through a wide array of campaign types distributed via a set of proven, high-return channels: email, social, mobile, and web.

"The survey demonstrates that small business owners are becoming more active marketers and are taking advantage of the array of online marketing tools available to them," said Gail Goodman, CEO of Constant Contact. "On a practical level, the survey shows why small organizations can benefit from an all-in-one marketing platform like Toolkit. Not only is it more cost-effective than working with a variety of vendors, but Toolkit makes it easy to discover and use all the different campaigns that deliver the best results – everything from newsletters and events to trackable coupons and social fan promotions."

According to Goodman, Toolkit represents a major milestone in the evolution of Constant Contact from an email marketing company.

"Once again, we're leveling the playing field for small businesses by bringing them a technology solution previously only available to larger enterprises," said Goodman. "Toolkit acts like a customer engine, helping small organizations direct, drive, and accelerate the marketing activities that deliver the best results, so they spend less time on their marketing and focus more energy on their real passion – their business. It's a true game changer."

Single Login, Shared Content, Contacts, and Reporting Tie Everything Together

Toolkit combines new and existing elements of the Constant Contact product set into an integrated online marketing platform that makes it easy for small organizations to find and engage with current and new customers across all of the marketing channels that matter: email, social, mobile, and web. With 15 campaign types to choose from, small businesses can map their marketing to their specific business goals.

Toolkit's real-time reporting on campaign metrics, like opens, clicks, likes, and coupon claims, easily shows what did and did not work with each campaign and provides insights on how to approach the next one for even better results. Contact management makes it simple to segment customer lists and track every interaction, ensuring that the right people get the right message. Further, a vast set of product integrations lets small businesses plug the other business tools they use into Toolkit – everything from Google Analytics™ to Salesforce®.

"We're seeing small businesses run 3-4 marketing campaigns a month. Yet, it's not only about marketing more; it's also about marketing smarter. That's why we've built Toolkit to support the unique marketing needs of each small business, whether they are just getting started with marketing or are ready to take their marketing to the next level," says Goodman.

Packages Designed to Support the Unique Needs of Each Small Organization

Toolkit is designed to provide an all-in-one experience, offering access to 15 marketing campaign types,

including newsletters, announcements, trackable coupons, event registration, local deals, and a brand new donation campaign, as well as a customized design template, contact management tools, and reporting. The Essential Package starts at \$45 a month and comes with everything a small business or nonprofit needs to market easily and effectively.

For those looking to ramp up more slowly, the Basic Package, starting at \$20 a month, includes access to the eight most-used campaigns, including newsletters and announcements, coupled with contact management tools and reporting, and the option to purchase additional campaign types on a per-use basis.

And for those who want to turbocharge their marketing efforts, the Ultimate Package features everything in the Essential Package plus a Personal Marketing Coach, a single point of contact dedicated to knowing a customer's business inside and out. The Personal Marketing Coach can build a marketing calendar, develop a list growth and segmentation strategy, help choose the best campaign to run, and so much more. The Ultimate Package starts at \$195 per month.

For more information on Toolkit, [click here](#).

About the Data

This Constant Contact data was compiled from a survey administered in March 2014 to 1,305 participants in the Constant Contact Small Biz Council – a research panel of US small businesses and nonprofits recruited from the Constant Contact customer base. The survey is part of an ongoing series about the state of small businesses and the ways they connect with, and grow, their audiences.

About Constant Contact®, Inc.

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the company's new online marketing platform, Constant Contact Toolkit, and the company's evolution from an email marketing company to a robust marketing platform for small businesses. These forward-looking statements are made as of the date they were first issued and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "might," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Constant Contact's control. Constant Contact's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the success of Constant Contact Toolkit, the company's ability to attract new customers and retain existing customers, adverse

regulatory or legal developments, litigation risk and expense, the company's ability to continue to promote and maintain its brand in a cost-effective manner, changes in the competitive environment, the company's ability to compete effectively, the company's ability to protect its intellectual property and other proprietary rights, and other risks detailed in Constant Contact's most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission as well as other documents that may be filed by the company from time to time with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Constant Contact's views as of the date of this press release. The company anticipates that subsequent events and developments will cause its views to change. Constant Contact undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Constant Contact's views as of any date subsequent to the date of this press release.

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