Constant Contact's Social Campaigns™ Now Optimized for Facebook® Timeline

Company Also Launches Facebook App Directory to Make it Easier for Users to Add More Functionality to Their Pages

WALTHAM, Mass.--(BUSINESS WIRE)--In line with Facebook's recent transition to Timeline for brands, Constant Contact®, Inc. (NASDAQ: CTCT) has updated its Social Campaigns product, allowing small businesses and organizations to take advantage of all that Timeline has to offer. The company also launched a Beta version of its new Social Campaigns Facebook App Directory, which makes it easy for Social Campaigns users to add additional functionality to their Facebook page right from the Constant Contact platform. From video sharing and list building tools to online menus and blog syndication, users will now have all of the tools needed to make their Facebook Page a more engaging destination for customers, prospects, and fans.

"Facebook's new Timeline format really reinforces the importance of creating and sharing engaging content and exclusive offers that capture the attention of both customers and prospects. More than ever before, small businesses have the ability tell their story on Facebook in a visual, engaging way that makes it easier to re-create the in-person experience online that they are already experts at providing," said Mark Schmulen, general manager, social media, Constant Contact. "The changes we've made to our Social Campaigns product make it extremely easy to take advantage of this opportunity with measurable marketing initiatives that drive both real engagement and action, right from within Constant Contact."

Social Campaigns now includes templates that are sized specifically for the new Facebook layout, providing users with more room to create campaigns and more flexibility in how they can display their offers, in addition to new video campaign templates. Users also have the ability to fully customize how the Social Campaigns tab looks at the top of their Page by changing the default text, location, and displayed image. Additionally, Social Campaigns now allows users to auto-post to Facebook and create a Facebook Page or claim an existing Facebook Place seamlessly from within the product.

Social Campaigns empowers users to get the results they really want from their investment in social media marketing: more fans, more shares and more business. Built from the ground up especially for small businesses and nonprofits, Social Campaigns enables users to easily publish and manage results-oriented marketing campaigns on Facebook that are designed to grow Page Likes, drive engagement, and inspire "social word of mouth" through sharing.

Those interested in using Social Campaigns to help grow their business or organization can sign up at http://conta.cc/HWljrT. Anyone can run their first campaign for free, and the product is free for users with less than 100 Facebook fans.

Resources

- Learn more about Facebook's changes: http://conta.cc/HoKh0E
- Try NutshellMail, Constant Contact's free social media monitoring tool that sends users a consolidated digest of all their social media activity directly to their email inbox on their schedule: http://nutshellmail.com/
- Discover Social Media Quickstarter, Constant Contact's free online resource to help small businesses get started and successful with social media: http://www.socialquickstarter.com/

About Constant Contact Inc.

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate repeat business and referrals through email marketing, social media marketing, event marketing, local deals and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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