Constant Contact Gets Personal with Launch of New Marketing Advisor program

New program to offer personalized, 1-to-1 marketing guidance to small business owners

WALTHAM, Mass., Feb. 12, 2019 /PRNewswire/ -- Constant Contact, an Endurance International Group (NASDAQ: EIGI) company and leader in small business marketing solutions, today announced the launch of its Marketing Advisor program. A combination of dedicated personal and online resources, the Marketing Advisor program provides small businesses with strategic and actionable guidance designed to deliver results and tailored to their unique goals. Developed in response to customer feedback and Endurance International Group market data that shows 84 percent of small businesses look for services that make marketing activities easier for them, the new program aims to help customers make sense of the quagmire of digital marketing.

"Small businesses are constantly bombarded by advertising telling them that digital marketing is quick and easy, but that's just not the reality. They have to juggle everything from marketing automation to social media to email and e-commerce marketing. It creates a real burden. We realized our customers need advice developing strategies and building campaigns," said Kim Simone, Constant Contact's chief transformation officer. "Even small business owners who have a good strategy and get a taste for success need guidance reaching the next level. The Marketing Advisor program offers the one-to-one helpline they need to generate results and make better use of their time."

According to an Endurance International Group study, 64 percent of the market feels overwhelmed when managing marketing and 76 percent like to have a detailed plan of action before beginning a marketing activity. While they have ample ideas and access to tools for marketing, they often do not understand how to make their marketing efforts work cohesively and end up using online marketing tools in a piecemeal fashion. They need consistent help in building an actionable plan that ties all of their marketing tools and channels together.

Based on these insights, Constant Contact's Marketing Advisor program now offers one-on-one access to in-house experts, with experience in small business and nonprofit marketing, who are ready to provide strategic guidance and actionable know-how. The program uses an established marketing methodology to help small business owners build a personalized strategy that they can execute to reach their goals. It also provides access to a community of fellow small business owners who can provide further insights and inspiration.

Constant Contact's Marketing Advisor program includes:

- A 30-minute phone call each month with a dedicated in-house marketing expert;
- A customized, actionable plan based on customer's needs and goals;
- Access to a series of online resources including webinars designed around needs of members of the program;
- Strategic direction on next steps to take;
- Guidance for optimization activities, including list management and growth, email design, automated welcome series and reporting reviews;
- Exclusive access to curated content;
- Access to a private community board and moderated group chats; and
- An exclusive customer support phone number that puts the customer's call into a priority queue so they get help fast.

Christie Kaier, owner of Victoria and Albert Hair in Clarksville, Maryland, used Marketing Advisor to re-engage former clients and attract new ones after a relocation. "I wasn't feeling totally confident about how to approach my marketing," said Kaier. "I worked with my personal Constant Contact expert to help me create an email campaign and social media posts promoting a $20 blow-out special offer with two new stylists. My first email campaign achieved a 40 percent open rate and a click-rate of 8 percent. We booked 37 blow-outs totaling to $740. It was a great way to jumpstart my business."

For more information on Constant Contact's Marketing Advisor program visithttps://www.constantcontact.com/marketing-advisor.

Connect with Constant Contact on Facebook, Twitter and LinkedIn.

About Constant Contact

Constant Contact, an Endurance International Group company and a leader in online marketing for more than 20 years, offers an easy-to-use platform that helps small businesses create professional campaigns that can help increase customers and revenue. From advanced automation features to industry-leading integrations, to personalized coaching, Constant Contact is the trusted marketing partner of hundreds of thousands of growth-minded small businesses around the world. For more information, visit: www.constantcontact.com.

About Endurance International Group
Endurance International Group Holdings, Inc. (NASDAQ:EIGI) helps millions of small businesses worldwide with products and technology to enhance their online web presence, email marketing, business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, Domain.com and SiteBuilder, among others. Headquartered in Burlington, Massachusetts, Endurance employs over 3,800 people acrossthe United States, Brazil, India and the Netherlands. For more information, visit: www.endurance.com.

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