

Constant Contact Launches in Claude to Power AI-Driven Marketing

New app lets small businesses build email campaigns and social posts directly within Claude, then send and publish through Constant Contact

WALTHAM, Mass., Sept. 10, 2026 /[PRNewswire](#)/ -- Constant Contact, the AI-powered marketing partner for small businesses and nonprofits, today announced the launch of its connector in Claude, Anthropic's AI assistant, giving customers a faster way to build email campaigns and social posts using conversational AI.

With this launch, Constant Contact customers who already work in Claude can describe their business, their audience, and their goal, and get a finished email or social draft back. One click hands it to Constant Contact for the customer to finalize, send, or publish.

"Small businesses don't work in just one place, and their tools shouldn't ask them to," said Lee Ott, Head of Product & AI at Constant Contact. "Bringing Constant Contact into Claude means customers can build a complete campaign without ever leaving a conversation they're already having, then send it through Constant Contact. We handle the deliverability, reporting and results."

What Constant Contact in Claude Enables

The Claude connector allows existing Constant Contact customers to:

- **Build a complete email or social post from a Claude conversation**— Describe a business, audience, and goal, and Claude builds the draft, with live desktop and mobile previews to refine it as you go.
- **Get channel-ready suggestions** — Claude suggests subject lines, preheader text, captions, and calls to action (CTAs) built for the channel: subject lines that get opened, preheaders that pull people in, captions that fit the platform, and CTAs that convert.
- **Draft and preview social posts**— Create a post for TikTok, Instagram, Facebook, or LinkedIn right in the Claude conversation, then finish and publish it in Constant Contact.
- **Upload images straight into My Library**— Pull images from Claude into Constant Contact, ready to use across email and social content going forward.
- **Send and publish with one click**— Get a link back into Constant Contact to add a list, finalize the details, and send or publish.

About Constant Contact: About Constant Contact: Constant Contact is the AI-powered marketing partner for small businesses, nonprofits, franchises, multi-location brands, and real estate teams. For more than 30 years, Constant Contact has helped entrepreneurs, franchise operators, and nonprofit leaders run smarter marketing. Today, it combines AI-driven content creation, intelligent audience targeting, and plain-English insights in one unified platform across email, social, SMS, and events — keeping every location, agent, or office on-brand and in sync. By doing the heavy lifting, Constant Contact gives every business owner the capability of a full marketing team, without needing one. Learn more at constantcontact.com.

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