Constant Contact Introduces Catalyst, a Leading-Edge AI Marketing Solution That Does the Work While You Stay in Control

Catalyst brings professional expertise to the work, and small business owners stay in control

WALTHAM, Mass., Nov. 12, 2026 /PRNewswire/ -- Constant Contact, the marketing platform that helps small businesses (SMBs) grow, today announced Constant Contact Catalyst, an AI marketing solution that plans, executes, and drives growth across marketing channels, giving small business owners expert-level work while maintaining control. Launched during the GURU Conference presented by Constant Contact, Catalyst works like an expert that owners hired rather than another tool they need to learn.

Most small business owners understand the importance and power of marketing, but lack the time, resources, and expertise to do it consistently. As a result, SMBs end up doing less marketing, or less effective marketing than they could or should. Catalyst fills that gap. Instead of wondering where to start, Catalyst gets things going by analyzing a business's digital footprint, so a small business owner can review a complete plan in their own voice and ensure anything published matches their voice, with their final approval.

"Small business owners have a passion for what they do," said **Frank J. Vella, CEO at Constant Contact**. "Most of them don't have the resources to hire a marketing pro, and they shouldn't have to. Catalyst gives them marketing expertise: it builds the plan, does the work, and learns what resonates with their specific audience, all in the owner's voice. You stay in charge; Catalyst handles the rest. Marketing should be that simple."

Catalyst, Marketing Done for You, in Your Voice

- **An Expert in Your Small Business:** Catalyst will scan a business's digital footprint to understand its voice, then build an itemized plan that an SMB can review in a chat interface, enabling brainstorming and strategy from a single prompt.
- **Handles the Marketing Work:** Helps businesses show up across email, social sites like Facebook and Instagram, SMS, ads, Google business profile, and their website. Catalyst creates the content, humans approve it, and Catalyst handles the execution on their behalf.
- **Optimizes Actions Based on Results:** Marketing won't remain static, as Catalyst ties to your business outcomes with system integrations that feed results from one week to the next, getting smarter each time.

While Catalyst does the heavy lifting, SMBs stay in complete control. They choose which channels Catalyst uses, edit anything in the proposed plan, turn off access to any channel, and approve the plan in Catalyst before it goes live. Here is what it can look like in action:

- A landscaper with an outdated website and Google business profile signs up for Catalyst. In minutes, it updates the profile with fall services and a booking link, drafts a new homepage, turns job photos into Instagram posts, and emails to recent customers for a review. The owner checks everything on one screen and publishes in a single tap.
- Three weeks out, Catalyst flags Mother's Day as a florist's biggest sales opportunity and proposes a campaign within a set budget. Instagram and Facebook ads are built from their best arrangement photos, targeting past customers and people nearby, while shifting budget toward what's converting. The florist approves once, and each Monday Catalyst reports how many orders the ads drove and what each one cost.
- A pet groomer's Tuesdays book at half the weekend rate, and several regulars haven't been in for two months. Catalyst notices both and drafts a Tuesday offer just for those lapsed customers, by email and text. The owner approves it from their phone.

"I am currently a solo entrepreneur, and so that means that I'm handling every aspect of the business from serving clients to managing finances to handling our marketing and customer service," said **Karla Yatckoske, Founder of Uplifting Melodies Tutoring**. "A tool like Catalyst could really help us solve the issue of just finding the time in the day to really focus on our marketing. I'm most looking forward to that time saving and consistent marketing that Catalyst could help with."

Catalyst draws on Constant Contact's 30 years of experience working with over a million small businesses to help inform what

to do, what actions to take, what to say, and why. As an AI marketing solution driving marketing work from creation to deliverability to attribution, SMBs get the unique marketing they need and stay in control without all of the upfront work.

Small business owners can join Catalyst's early access program at constantcontact.com/catalyst.

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 owners, 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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