

International Franchise Association Selects Constant Contact as Preferred Email Marketing Vendor

Partnership aimed at helping franchises drive success with online marketing

WALTHAM, Mass.--([BUSINESS WIRE](#))--[Constant Contact®, Inc.](#) (NASDAQ: CTCT) has been selected as the preferred email marketing vendor by the [International Franchise Association](#) (IFA), the oldest and largest organization representing franchising worldwide. A longtime member and partner of the IFA, Constant Contact will be expanding the scope of the partnership as the preferred email vendor, offering email and other online marketing solutions to the IFA and its members – franchisees, franchisors and suppliers – along with education focused on how to drive successful marketing campaigns.

“Constant Contact’s mission is to help small businesses succeed, and we know that franchise success means small business success. We are committed to meeting the unique needs of franchise systems and ensuring that both franchisees and franchisors are seeing success with their marketing efforts,” said Will Yapp, vice president of business development at Constant Contact. “Through our Constant Contact for Franchise program, we’ve helped more than 750 franchise brands enable localized online marketing at the franchisee level while providing franchisors with brand control, centralized reporting, and dedicated support for their networks. We’re looking forward to assisting even more franchise brands in the years ahead.”

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[Constant Contact for Franchise](#) is a program for franchise systems, designed specifically to meet their unique needs. Participating franchises have access to email marketing and a suite of other online marketing tools, including surveys, event management, social campaigns and coupons. They can also list and centrally manage franchisees’ critical business information across search engines, review sites, directories and mobile apps.

In addition to this robust product offering, franchise partners can custom tailor the tools and level of support to best suit their marketing needs. Constant Contact offers training and education, along with a suite of services ranging from template creation and quick-start services to a complete do-it-for-me (DIFM) service to assist franchisees and franchisors to quickly and successfully accomplish their marketing goals while meeting the demands of running their business.

“We selected Constant Contact as IFA’s preferred email marketing vendor not only for its world-class products, but also because of its long-time dedication and success in the franchise space,” said IFA President & CEO Steve Caldeira, CFE. “IFA is extremely pleased to partner with Constant Contact to help our members take their online marketing to the next level to help grow this great industry.”

IFA Annual Convention

Constant Contact will be onsite at the IFA Annual Convention being held in Las Vegas from February 15-18 at the MGM Grand Hotel. To learn more about Constant Contact for Franchise and the new partnership with IFA, visit booth #529, or attend the Constant Contact-sponsored [Digital Marketing & Technology Summit](#) on Monday, February 16th, 9 am – noon.

About the International Franchise Association

Celebrating 55 years of excellence, education and advocacy, the International Franchise Association is the world’s oldest and largest organization representing franchising worldwide. IFA works through its government relations and public policy, media relations and professional development programs to protect, enhance and promote franchising. More than 780,000 franchise establishments support nearly 8.9 million direct jobs, \$890 billion of economic output for the U.S. economy and 3 percent of the overall U.S. Gross Domestic Product (GDP). IFA members include franchise companies in over 300 different business format categories, individual franchisees and companies that support the industry in marketing, law, technology and business development.

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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