

New Content Creation Integrations Expand Constant Contact's Email Marketing Functionality

Integrations allow small businesses to create email campaigns efficiently to help drive marketing initiatives and business results

WALTHAM, Mass.--([BUSINESS WIRE](#))--Small businesses have two things in common: they are time-starved and they need content to drive their marketing efforts. To help small businesses address these two challenges, [Constant Contact®, Inc.](#) (NASDAQ: CTCT) has added multiple content creation integrations for its [Email Marketing](#) tool. Small businesses can now easily create stunning marketing campaigns that incorporate images, videos, text, and much more to improve customer engagement and support repeat business. All of these tools are available today in Constant Contact's [MarketPlace](#).

"When we talk to customers, we constantly hear how they are time-starved and looking for ways to quickly develop email marketing campaigns to meet their business goals," said Kevin O'Brien, senior director of the AppConnect program, Constant Contact. "These content creation tools provide our customers with exactly what they are looking for to help them be successful: easy-to-use applications that save them both time and resources to build Email Marketing campaigns that will bring new and repeat customers to their business."

Time-starved small businesses need ways to easily build striking email marketing campaigns to help them stay engaged with their customers, without sacrificing quality. To make this possible, the new Constant Contact [AppConnect Development Platform](#) provides developers with easy-to-use, open APIs to quickly and seamlessly integrate third-party applications, like these content creation tools, giving customers a seamless experience so small businesses can choose the right tool to meet their business needs. The new content creation integrations include:

- [Glyder](#): This application makes it easy to send messages to Constant Contact lists and social network accounts from a mobile device. With content templates, professional visual designs, and one touch distribution to email, social and mobile platforms, Glyder is the fast, easy way to communicate with a small business' audience.
- [Rafflecopter](#): With this app, a small business can build and customize an entry form that incentivizes its customers to perform tasks, like becoming an email subscriber, in exchange for entering into a sweepstakes.
- [LoopLogic](#): This tool imports, uploads or records videos and makes it easy to insert video thumbnails into Constant Contact Email Marketing campaigns. LoopLogic also turns videos into lead generation tools by forcing unauthenticated viewers to fill a lead gen form. New leads get automatically added to the small business' Constant Contact database, and all viewer activity is used to automatically create lists for autoresponders and follow-up.
- [Digioh](#): With Digioh, Constant Contact customers can now easily send file attachments out to subscribers. Whether it's an event calendar, special PDF report, whitepaper, or coupon, a small business can now provide this content to subscribers by using Digioh's custom integration with Constant Contact.

To learn more about these or other applications that integrate with Constant Contact's online marketing tools, please visit the Constant Contact Marketplace: <http://marketplace.constantcontact.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 new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, 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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