

EMAIL MARKETING

WOW!



What can email marketing do for your business?

A Small Personal Agency With **BIG** Results



BEST PRACTICES GUIDE | EMAIL MARKETING

What Can Email Marketing do for Your Business?

INSIGHT PROVIDED BY  **Knowhow**



What Can Email Marketing do for Your Business?

Email marketing is one of the most powerful marketing tools available for developing customer and client relationships. To do effective and professional email marketing, you'll need a combination of powerful tools and helpful, free training. Constant Contact offers you both. Here are just a few reasons why we're the email marketing leader — and when you're ready to try Email Marketing with Constant Contact, simply sign up for our free 60-day trial.

Using your standard email system (e.g. Outlook®, Eudora®, Hotmail®, AOL MailSM, Yahoo® etc.) to send a BCC text or HTML message to your list are not the best tools to do it right. Why not? Because your standard email system is not designed for marketing and therefore has significant limitations that can actually undermine, rather than aid your marketing efforts.

Constant Contact® is a Web-based email marketing service that's affordable and designed to make professional email marketing simple for the non-technical user. By using Constant Contact, you can avoid common mistakes and get the most out of your email marketing efforts.

Here are the top 10 reasons to use Constant Contact. Coincidentally, these are also the top ten critical email marketing benefits that you won't find in standard email systems. Constant Contact:

1. Creates Great Looking Emails

Constant Contact provides professional HTML templates to make great-looking emails easy by eliminating the need for any HTML skill. Templates are pre-formatted to help you organize your content. They include fonts, colors and placeholders for graphics and company logos that are easily customized to create a look that matches your company's website or brand. For the technically savvy marketer, Constant Contact allows for complete customization of an email campaign in HTML or XHTML.

2. Requires No Technical Skill or Support Staff

Whether you are using your email system (and going it alone), or using a bulk email software package, you will find that Constant Contact can save you precious time and money. With Constant Contact, the bandwidth, power and flexibility are "built-in." You don't have to worry about the technology or infrastructure required to send your email campaigns. In addition, Constant Contact includes HTML templates and a simple, wizard-driven user interface. There are no set-up costs, and Constant Contact provides

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free ongoing support, so that you can focus your dollars on your business, not on the logistics of email marketing.

3. Delivers Measurable Results

Constant Contact enables you to measure the response of each email campaign. Constant Contact reports the number of emails sent, opened, who opened, who clicked through and which links they clicked on.

Reports also show new subscribes, unsubscribes, bounces and formal spam complaints. These reports help you track and measure your success, target more effectively, determine warm leads and improve your results over time. By understanding the individual and campaign results, you will know your subscribers better, and build more effective future email campaigns.

An important note: What you don't know can hurt you. If you send your email from a standard email system and it generates spam complaints, you won't know about them. Furthermore, if your email is perceived as spam by ISPs, you run the risk of having your entire corporate email server blocked. Businesses need to go through email service providers, like Constant Contact, that can help them stay on the right side of the ISPs.

4. Gets Higher Email Deliverability

Constant Contact consistently delivers above 97% of the emails on its clients' behalf into the recipient's inbox, compared to an

industry average of 81%. This is measured by a third-party company. Constant Contact maintains strong permission policies and has an active anti-blocking team working with receiving ISPs on your behalf to ensure that your email is delivered and delivered with proper protocols. We develop relationships with ISPs and are white listed to be sure your permission-based email gets through.

Constant Contact monitors all outgoing email to ensure that all major ISPs and corporate domains accept your email. If you are using your own email client, you may not know if your email is being delivered. Often ISPs will just "drop" emails without sending a bounce message. With Constant Contact, you will know which emails got delivered and why — or why not.

5. Handles Formatting

Constant Contact makes sure your emails are delivered to your subscribers in the correct format every time. Standard email clients can't tell which email format each recipient is able to receive — HTML or text. If you send HTML from your standard email client, some of your recipients will get gibberish that they can't read. In addition, the size of your email may exceed the requirements of the ISP or corporate domain, making it more susceptible to blocking and filtering. If you send only plain text, you'll be missing out on response rates up to 35% higher with HTML.

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6. Is an Approved Bulk Mailer

Many email systems and most ISPs limit the number of emails that you can send at one time. Further, most ISPs guard against bulk emailing, as it is often spam. Constant Contact is a recognized email marketing service and has strong relationships with ISPs. These relationships make it easy for you to send bulk email.

While your email address is listed as both the “from”, and “reply to” address, the email is actually being sent by Constant Contact’s server — recognized by the ISPs. Today, Constant Contact sends over 650 million emails every month on their customers’ behalf.

7. Follows Professional Mailing Practices

For those of you using Outlook or another email system, mistakes can happen. Perhaps the most common is exposing your entire list in the “To:” line. This violates all of your list members’ confidentiality and exposes their email addresses. In addition, failure to include unsubscribe instructions, an unsubscribe link, or a physical mailing address is now against the law. Constant Contact has built in features that help your email marketing efforts work within the letter of the law. It provides an automatic and immediate unsubscribe, and requires you to include a physical address in every email.

In addition, Constant Contact gives you continuous education on email marketing best practices through free newsletters, web seminars, tutorials and in-product guidelines. Topics

frequently covered include best days to send, how to write a good subject line, and more.

8. Provides List Hosting and Management

Constant Contact hosts your email list and automatically performs critical list management functions. These functions can include: signup for new subscribers, editing capabilities so that subscribers can edit their own profiles, and the ability to unsubscribe with one click. Because you are required by law to process an unsubscribe request within 10 days, the unsubscribe functionality alone is critical to successful email marketing.

In addition, Constant Contact handles the bounced emails for you. If you use your email system, you are probably overwhelmed by the bounces that you receive in your email box. Constant Contact will manage bounces, differentiating between reasons for the bounce (including full mailbox, vacation message, nonexistent address or blocked).

Managing these critical list management functions using your standard email system is time consuming, confusing, and prone to error.

9. Includes Frequent Updates and Enhancements

Using Constant Contact guarantees you will always have the most current tools available to meet the changing requirements of the industry. You won’t get additional updates to install — as required in the case of most purchased bulk email software.

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With email marketing, it is critical to keep up with legal compliance and new technology on the spam elimination front. Most new technologies employed by ISPs to eliminate SPAM will require changes in both how you send email, and what you send. Constant Contact provides regular updates and new features to enhance functionality, comply with the law, and optimize email delivery through ISPs.

In addition, Constant Contact is a founding member of The Email Service Provider Coalition (ESPC). The goal of the ESPC is to provide unique and effective spam-fighting solutions that will optimize your email delivery and response, and minimize the spam in your subscribers' inbox. New technologies like

email authentication (e.g. Sender ID, SPF and Domain Keys) will be integrated into Constant Contact's offering with no effort on your part.

10. Complies With Email Laws

As email marketing matures, so do the laws. Constant Contact takes a number of steps to keep you and your organization in compliance with U.S. laws. For example, the U.S. CAN SPAM law that went into effect in January of 2004 requires that every email campaign include the physical address of the sender, and that unsubscribes be honored within 10 days of the subscriber's request. Because Constant Contact is in tune with these requirements, we have tailored our system to provide you with the tools to stay in compliance at all times.

Added Bonus - Constant Contact costs less!

When you add up the costs of your current method of sending email campaigns, you may find that Constant Contact is less costly in terms of resources and time — and in real dollars. If you are trying to format your email for delivery, or handling bounces in your inbox, time may be your biggest savings. The technical resources to support in-house email operations can be expensive. Constant Contact allows you to use email marketing without technical resources or an infrastructure to support it. And, Constant Contact charges only a small monthly fee, without set-up or support costs. This keeps your investment small.

For any business that uses email marketing to communicate with customers and prospects, following email best practices, following the law, and keeping your email practices up-to-date with changing standards is of the utmost importance. This is the only way you can realize the true power of email marketing. Let Constant Contact help you solidify current relationships, initiate new ones, and convert your one-time visitors, (buyers, members etc.) into repeat business and long-term customers. Constant Contact has the important features listed above. This way you can spend your time doing what you do best — promoting your own company, product, service, or cause.

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About Constant Contact

Constant Contact®, Inc. helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships.

Constant Contact's leading email marketing and survey products — supported by its expert personal coaching and service—help all types of small businesses and organizations create professional-looking email newsletters and insightful online surveys, and begin a dialogue with their customers. Today, more than 200,000 customers worldwide trust Constant Contact to help them connect with their audience.

With Constant Contact, small businesses also have access to the latest industry information and education to help them learn email marketing and survey best practices. Plus, they benefit from Constant Contact's high email deliverability rates due to strong partnerships with our ISPs, no-tolerance spam policy, and leadership role in organizations such as the ESPC (Email Sender and Provider Coalition).

Headquartered in Waltham, Mass., Constant Contact a publicly traded company — CTCT on NASDAQ — and was named the 14th fastest growing company on the Deloitte Technology Fast 50 for New England list.



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