Getting started
Campaign creation checklist

Welcome to Constant Contact! To get started with creating and managing your email campaigns, log into your account and follow the checklist of tasks below. Click on the links to open instructional guides and videos to help you along.

☐ Get to know the email editor

Designing professional, great-looking emails is easy with Constant Contact:

- Automatically apply your branding to your emails
- Create an email
- Add, arrange, or delete elements in your email template
- Use the Content Generator to write email content for you

☐ Apply best practices

The right subject line or length of your email can work to improve your performance. Here's what you need to know to optimize your campaigns:

- Optimize the subject line of an email
- Pre-send checklist
- Click rate checklist
- Email Design: The Ultimate Guide [Blog]

☐ Preview, test, & send

It's a good idea to preview your email before sending to your contacts. Here's how:

- Check your email for errors
- Preview your email
- Send a test version of your email
- Schedule and send an email

☐ View your results

Measure the success of your emails with real-time, easy-to-understand reporting:

- View your email reporting
- Overview: The Email Details page

☐ What's next?

Follow the links below for more help with getting started in your account:

- Account setup
- Building your brand
- Additional resources

Need help with your design? Our Premium Design Service can help. Or check out our full range of Professional Services available.