

Getting started

Welcome to Constant Contact! We'll help you get up and running in your account fast.

Here's what we'll go over:

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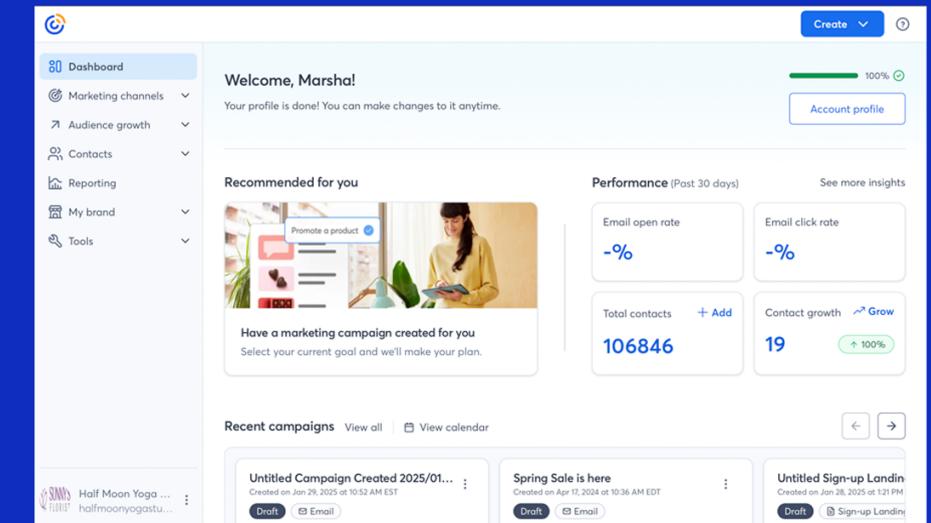


Get familiar with your account

Before you get started,
check out this quick tour of
Constant Contact to help get
familiar with your account!



Product Tour



Set up your account

Taking the time to set up your default settings will save you time in the long run with every campaign you create!

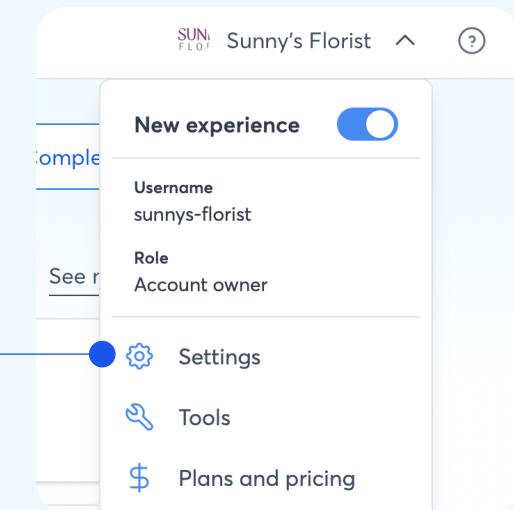
The info you add here — like your organization details, “From” email address, and logo — automatically populates within your emails.

This is where you can:

- Add or update your profile and organization details
- Update your user email, which will be your default “From” email address
- Manage your login information
- Edit your billing and payment info
- Add and manage account users
- Set up email authentication if you own your own domain
- And more

To get started:

1. Click on your organization’s name in the upper-right corner.
2. Select **Settings** from the drop-down.



My Account: Sunny Patel

A screenshot of the 'My Account' page for 'Sunny Patel'. The top navigation bar includes tabs for 'Account owner', 'Account details' (which is selected and highlighted in blue), 'Billing', 'Account emails', 'Manage users', 'Advanced settings', 'SMS', 'Add-ons', and 'UTM tracking'. The 'Account details' section is expanded, showing 'Profile details' (Sunny Patel, 617 5552368, Massachusetts, United States) and 'Community screen name' (SunnysFlorist). There is an 'Edit' button at the bottom right of this section. To the right, the 'Business details' section is shown, featuring the logo 'SUNNY FLORIS' and the text 'Sunny's Florist' and 'http://www.sunnysflorist.com'. The overall interface is clean and modern, with a light blue and white color scheme.



Grow and manage your contact list

Another early step you'll want to take is to add any contacts you currently have. No matter where you store your existing contacts, we have several [methods for importing them into your Constant Contact account](#).

1. Go to the **Contacts** page.
2. Click **Add contacts**.
3. Choose how you want to add your contacts.

Don't have many — or any — contacts yet?

No problem! We have [tools to help you grow your list](#) and capture new contacts through your website, social media, or in-person.

The screenshot shows the Constant Contact interface. On the left, a sidebar menu includes 'Create' (button), 'Dashboard', 'Campaigns', 'Contacts' (selected), 'Channels', 'Audience', 'Growth center', 'Lists and segments', 'Surveys', 'Lead magnet', 'Assets', 'Reporting', 'Automations', and 'Integrations'. The main content area is titled 'Contacts' and displays 'New subscribers (30 days) 0 (0%)' and 'Subscribed 2,463'. It features a 'See more insights' section and search/filter options ('Name ...', 'Search b', 'All statuses'). A large table lists 'All contacts' (2,463) with columns for Contact, Email address, First name, and Last name. Two contacts are listed: 'Sunny Patel' (sunny@sunnysflorist....) and 'Leigh Grammer' (leigh.grammer@gma...). Navigation buttons at the bottom include 'Show 50', 'Page 1 of 50', and arrows. A sidebar on the right offers options: 'Add contacts' (button), 'Add a single contact', 'Add multiple contacts', 'Upload from a file', and 'Sync with integrations'.

Contact	Email address	First name	Last name
Sunny Patel	sunny@sunnysflorist....	Sunny	Patel
Leigh Grammer	leigh.grammer@gma...	Leigh	Gramme



Grow and manage your contact list

Capture new contacts where they are

The easiest way to collect new contacts is by [creating a Sign-up Landing Page](#). It's a standalone webpage you can share on social media, in an ad, on your website, or anywhere you can share a link!

1. Click **Channels > Sign-up forms**.
2. Click the **Create a sign-up form** button.
3. Select **Sign-up Landing Page**.

Collect the details that matter to you

When creating your sign-up forms, make sure you [capture the information](#) that'll help you segment your contact lists.

Set up an automatic Welcome Email

First impressions are important – don't forget to [set up a Welcome email](#) that automatically sends to new contacts when they join your list through one of your sign-up forms!

Sign-up forms

Landing page forms

Seasonal flower specials

Create sign-up form

- Pop-up**
Display a pop-up form that prompts visitors to sign up.
- Flyout**
This sign-up form slides onto the screen from the top, bottom, or side.
- Banner**
Add a banner sign-up form to the top or bottom of any page on your website.
- Inline**
Insert a form in the perfect spot on your site.
- Text to Join**
Set up Text to Join so contacts can easily join your email and SMS lists by text message. (US only)
- Sign-up Landing Page**
Sign-up forms where visitors can join your mailing lists, download content, or get offers.
- Facebook Lead Ads**
Create a Facebook ad to reach new audiences.

TIP



Create an email

Now it's time to [create your first email!](#)

Our drag-and-drop editor makes designing a professional, beautiful campaign quick and easy.

Start from one of our pre-designed templates and then you can let us do the heavy lifting for you with our [AI Content Generator](#).

1. Click **Channels > Emails**.
2. Click **Create an email**.
3. Choose an email template.

All of our templates are completely customizable and mobile-responsive, ensuring that your emails look great on any device!

Email

Create

Dashboard

Campaigns

Channels

Emails

Social

SMS

Email

Status

Last modified

Search campaigns

+ Create an email

Set your industry

Manage

Choose a template

Library

Saved

Generated

Search library templates

Purpose

Season

Holiday

Create your own email

Start from blank

Design your own email from scratch using our easy drag-and-drop editor.

Build from scratch

Paste your own code

Quickly bring in a fully developed email design from any external source and edit the HTML.

Paste HTML

Import from a PDF

Convert an existing PDF into an email with one easy click.

Easy layouts with your brand



TIP

[Save your brand colors](#) in your account and [create a template theme](#) to automatically apply your branding to your emails!



Create an email

Explore [how to work with the elements in our email editor](#) to add content and adjust the layout of your template, and further customize the design of your email by [changing the colors](#) to match your branding. Learn more about [making a great-looking email](#).

Save time with future emails by [creating a reusable template!](#)

Once you have your email designed, be sure to [fill it with compelling content](#) that your contacts want to receive! Providing value to your email recipients will result in higher open and click rates, as well as fewer unsubscribes.

Floral Craft of the Month

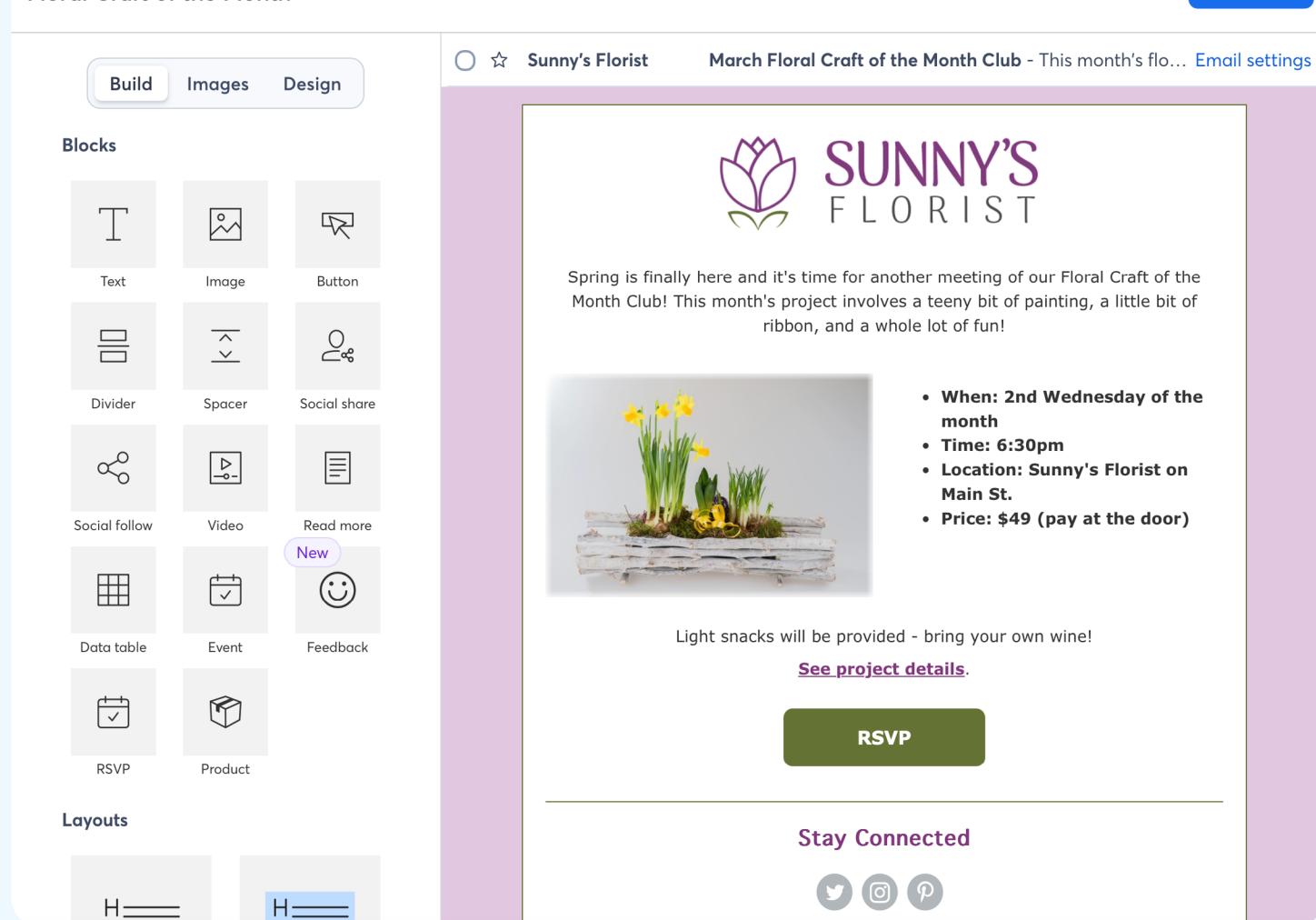
Saved Undo Redo Preview & Test Continue

Sunny's Florist March Floral Craft of the Month Club - This month's flo... Email settings

Blocks

Text Image Button
Divider Spacer Social share
Social follow Video Read more
Data table Event Feedback
RSVP Product

Layouts



SUNNY'S FLORIST

Spring is finally here and it's time for another meeting of our Floral Craft of the Month Club! This month's project involves a teeny bit of painting, a little bit of ribbon, and a whole lot of fun!



- When: 2nd Wednesday of the month
- Time: 6:30pm
- Location: Sunny's Florist on Main St.
- Price: \$49 (pay at the door)

Light snacks will be provided - bring your own wine!

[See project details.](#)

RSVP

Stay Connected



Tips for creating a successful email

Subject line

Keep it short and sweet (4-7 words) to ensure your message gets across even when viewing on mobile.

Preheader

Focus on the first few words and get a little creative to further entice people to open.

From name

Use a “From” name that your contacts will recognize.

From email address

Use a “From” email address with your company’s domain (you@yourcompanyname.com).



The screenshot shows the 'Email Settings' dialog box within a CoSchedule interface. At the top, there are buttons for 'Saved', 'Undo', 'Redo', 'Preview & Test', and 'Continue'. Below that, the 'From' field is set to 'Sunny's Florist' and the 'Subject' field contains 'March Floral Craft of the Month Club - This month's flower is the mighty daffodil!'. The 'Preheader' field contains 'This month's flower is the mighty daffodil!'. The 'From Name' field is set to 'Sunny's Florist' and the 'From address' field is set to 'sunny@sunnysflorist.com'. At the bottom right, there are 'Cancel' and 'Save' buttons.



Tips for creating a successful email

Logo placement

Place your logo at the top to reinforce your brand.

Images

Don't overdo it. Use 1-3 images that support your content.

Fonts

Stick to 2 fonts or fewer and aim for [web-safe fonts](#).

Text

Keep your copy concise with 20 lines of text or less.

Links

Position your most important links at the top of the email, and consider using buttons instead of text links.

Clear call-to-action

Focus on a single call-to-action and put it above the scroll.

Social media

Make it easy for contacts to follow you on social media by adding your social networks.



Spring is finally here and it's time for another meeting of our Floral Craft of the Month Club!

- **When:** 2nd Wednesday of the month
- **Time:** 6:30pm
- **Location:** Sunny's on Main St.

Light snacks will be provided - bring your own wine!

[RSVP](#)

Nothing screams March like daffodils! This month's project involves a teeny bit of painting, a little bit of ribbon, a whole lot of fun, and we'll even throw in a couple of crocuses for contrast!

\$49.00 (Pay at the door.)

[See details](#)



Stay Connected



Send your email

Now that you're finished customizing your email, it's time to [schedule it to send](#)! Click **Continue**, then just select the contact lists or segment you want to send to and when you want to send it. When you're ready, click **Schedule** or **Send**.

There's no magical time to send your email — it all depends on your audience. As you send more emails, be sure to check the reporting to determine the best time to send for your contacts.

Before you hit **Send**, be sure to [preview](#) and [test](#) your email to make sure it looks the way you intend on both desktop and mobile!

The screenshot shows the Mailchimp interface for creating an email campaign. At the top, there are buttons for 'Saved', 'Undo', 'Redo', 'Preview & Test', and a large blue 'Continue' button. The campaign is titled 'Sunny's Florist' and the subject line is 'March Floral Craft of the Month Club - This month's flower is the mighty daffodil!'. The preview pane on the right shows the final design of the email, which includes the 'SUNNY'S FLORIST' logo, a photo of daffodils, and details about the meeting. The main area shows the 'Floral Craft of the Month' settings, including the 'To' section (set to 'List' with a search bar and 'Segment' option), 'From' (set to 'Sunny's Florist - sunny@sunnysflorist.com'), and 'Send time' (set to 'Schedule for later' with a date and time of '03/01/2026 12:40 PM'). There are also checkboxes for 'Receive early results' and 'Resend to non-openers'. At the bottom, there are buttons for 'Edit email', 'Save as draft', and a large blue 'Schedule' button.



Check your reporting

Once you send your email, you'll want to [check the reporting](#) to see how it's performing! Simply find your sent email on the **Channels > Emails** page and click the email name to view its details.

Use this information to find out how engaged your contacts are and what you can do to [improve your future campaigns!](#)

The screenshot shows the Mailchimp reporting interface. On the left, a sidebar menu includes 'Create', 'Dashboard', 'Campaigns', 'Contacts', 'Channels', 'Emails' (which is selected and highlighted in blue), and 'Social'. The main area is titled 'Email' and shows a list of sent emails. One email, 'Floral Craft of the Month', is selected and expanded. The expanded view shows the email thumbnail, the subject line, and various performance metrics: 5 sends, 4 (100%) opens, 4 (100%) clicks, 1 (20%) bounce, and 0 (0%) unsubscribes. Below this, a detailed reporting card for the 'Floral Craft of the Month' email is shown. It includes tabs for 'Details', 'Reporting' (which is selected and highlighted in blue), and 'Heat Map'. The 'Email Performance' section shows the following data:

Metric	Value
Sent	244
Open Rate	30%
Click Rate	8%

Below these summary metrics, a detailed report table provides more granular data:

Category	Value	Category	Value
Opens	72	Clicks	19
Sent	244	Did Not Open	170
Bounces	2	Unsubscribed	0
Successful Deliveries	242	Spam Reports	0
Desktop Open Percentage	100%	Mobile Open Percentage	0%

More resources

Our Support team is here to help you work through any hurdle. Between our award-winning live and free support, our expansive online resource center, and additional services to step in and offer extra help when you need it, we're here for you! Just visit our [Help Center](#).

Was this guide helpful?



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