



Getting started

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

This guide will help you get started with Constant Contact and market your business like a pro.

From creating your first email template, growing and managing your list, reviewing your results, and everything in between, we're here to help!



Here's what we'll go over:

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Did you know?

For every \$1 spent, \$38 is the average return on investment for email marketing.

[Source: EmailExpert]

01

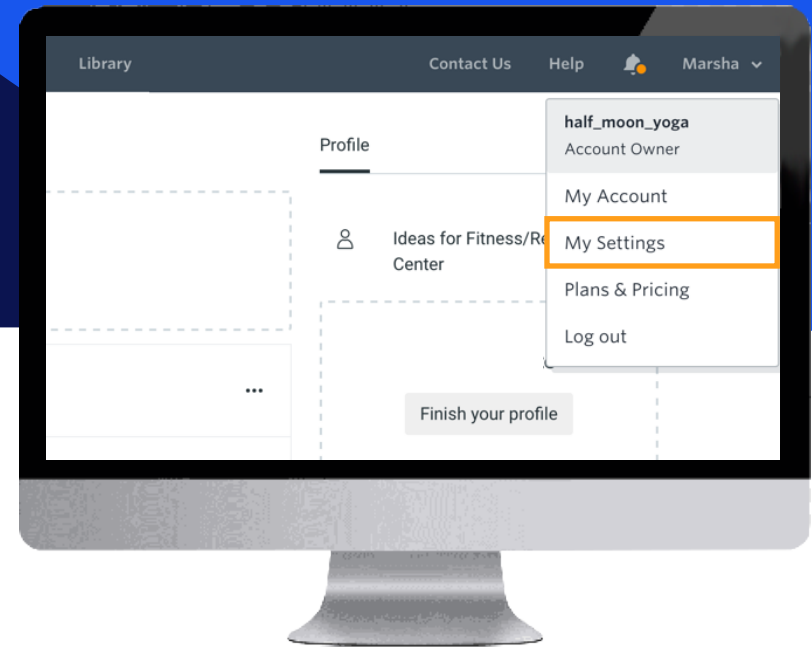
Setting up your account

[Setting up your default account settings](#) will save you time with every campaign you create.

To get started:

1. Click the profile name in the upper right.
2. Select **My Settings** from the drop-down.

The info you add here, like your organization details, From Name, and logo, automatically populates within your emails.



Organization Information

Update your organization, website address, organization phone number or logo.

Organization Name: Halfmoon Yoga
Website Address: <http://www.halfmoonyogastudio.com>
Organization Phone: 617-555-2368
Organization Logo: logo_Halfmoon_Yoga.png
Organization Privacy Policy: <https://www.halfmoonyogastudio.com>

Fine Print Text:
[Edit Organization](#)

Email Message Settings

Update the From Name that appears on the Message Settings page of the Email Wizard. **Note:** A best practice is to use a name your contacts will recognize, like your organization name.

From Name: Half Moon Yoga Studio - [Edit](#)

02

Growing and managing your list

Another early step you'll want to take is to import all the contacts you currently have into your account.



TIP

Contact segmentation ensures you send the right message to the right audience!

Add your contacts

No matter where you store your existing contacts, we have several methods for importing them into your Constant Contact account.

- [Import Tools and Methods for Adding Contacts to an Account](#)

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

We have tools to help you grow your list and capture new contacts through your website, social media, or in-person!

- [Help Overview: Grow Your Contact List](#)

More ideas for growing your list

- [Add a sign-up form to your email itself](#). With content people want to share, you never know who else is going to see it beyond your contacts. Be sure to allow them to subscribe first-hand!
- When adding a sign-up form to your website, [capture the information](#) that will help you segment your lists.
- Collect email addresses at events or other trade shows you attend. Using our [ListBuilder App](#) allows you to add these contacts right away without any further data entry.
- If you use marketing flyers, ads, etc., adding a [Text-to-Join](#) code lets new subscribers join your list through a text message.
- Want even more ideas? Check out our [15 Creative Ways to Grow Your List!](#)

03

Creating an email

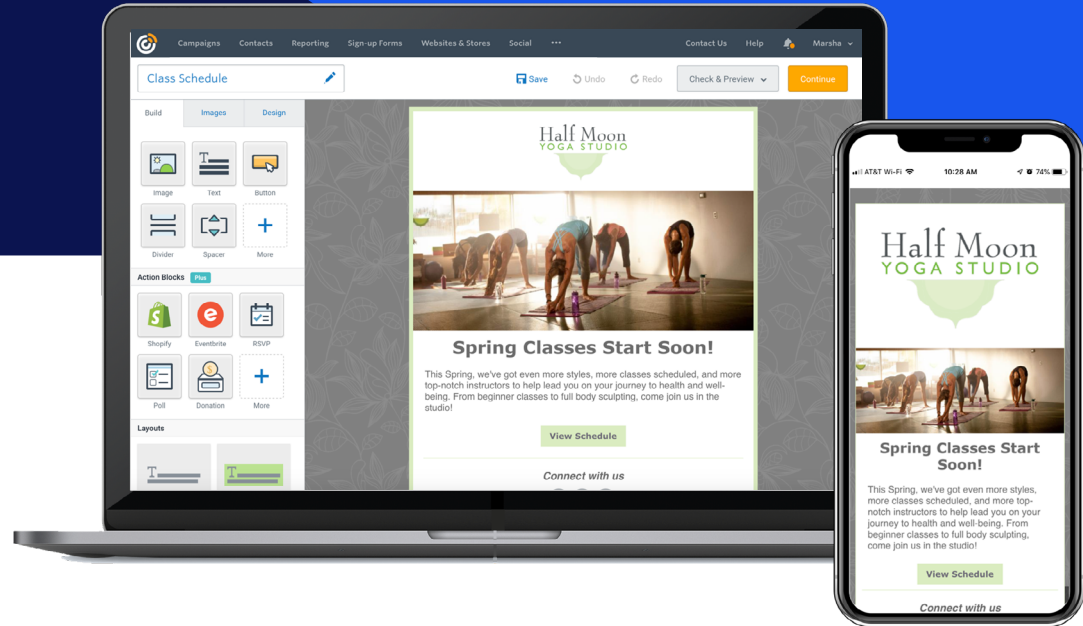
Now it's time to [create your first email](#)! Our drag-and-drop editor makes designing a professional, beautiful campaign quick and easy.

Plus all our templates are completely customizable and mobile-responsive, ensuring your emails look great on any device!



TIP

You can save time with future emails by [creating a master template](#).



Here are some resources to help you design your first email:

- [Using the Branded Template Builder](#)
- [Make a Great-Looking Email](#)
- [Changing Colors in an Email](#)
- [Dragging and Dropping Blocks in Your Email](#)

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-through rates, as well as fewer unsubscribes.

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

Get a little creative to further entice people to open and focus on the first few words.

From name

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

From address

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

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.

04

Sending and reporting

There's no magical best time to send your email - it all depends on your audience.

As you send more emails, be sure to check your reporting to determine the best time to send for *your* contacts.

Send your email

With your email created and your contacts segmented, it's time to send! But 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.

- [Send a Test Version of Your Email](#)
- [Schedule and Send an Email](#)

Review your email reporting

Once you send your email, you'll want to check the reporting to see how it's performing. Use this information to find out how engaged your contacts are and what you can do to improve future campaigns.

- [Help Overview: The Email Details Page](#)
- [Improve Your Email Open Rates](#)

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!

- [Create a Welcome Email](#)
- [Make a Lasting Impression With Your Welcome Email](#)

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! Visit our [Help Center](#).



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