

QuickStart Guide

Grow Your Contact List

Constant Contact has a ton of different sign-up tools to help you keep a steady supply of new contacts coming in.



Getting Started with Growing Your Contact List

If you're not sure which sign-up tool to try, we're here to help! In this QuickStart Guide, we'll go over all of the different sign-up tools we offer, so you can make an informed decision about which ones might work best for your business.

- **Pop-up Sign-up Form**
- **Inline Sign-up Form**
- **Lead Generation Landing Page**
- **Facebook Lead Ad**
- **Facebook Join My List App**
- **Text-to-Join**
- **List Builder App**

Pop-up Sign-up Form

A pop-up sign-up form is a form that prompts website visitors to join your mailing list. You can set the form to display when users land on your website, after they've spent a specific amount of time on your site, or when they go to leave. You can also customize how the form looks, as well as choose which lists the form is connected to.

There is no additional fee to use Pop-up Sign-up Forms.

The screenshot shows the Constant Contact interface for configuring a pop-up sign-up form. On the left, a sidebar with 'Content' and 'Settings' tabs lists various form elements: Title, Description, Contact Fields, Email Lists (marked as 'Required'), Button, and Background. The main area displays a preview of the form titled 'Sign up for updates!'. The form includes a text input field for 'Email' and a blue 'Sign Up!' button. Below the button is a small 'Constant Contact' logo. At the bottom of the preview, there is a 'Have Feedback?' link and a footer with 'Constant Contact, Inc.', 'Terms & Conditions', 'Privacy Statement', 'Anti-Spam Policy', 'Do Not Sell My Info', and 'Share Screen'.

To create a Pop-up Sign-up Form:

1. Click **Sign-up Forms**.
2. Click **Create Sign-up Form**.
3. Choose "Pop-up".

For more help creating and setting up your Pop-up Form, check out the help resources below:



[Create a Pop-Up Sign-Up Form](#)



[Activate and Install an Inline or Pop-up Sign-up Form](#)

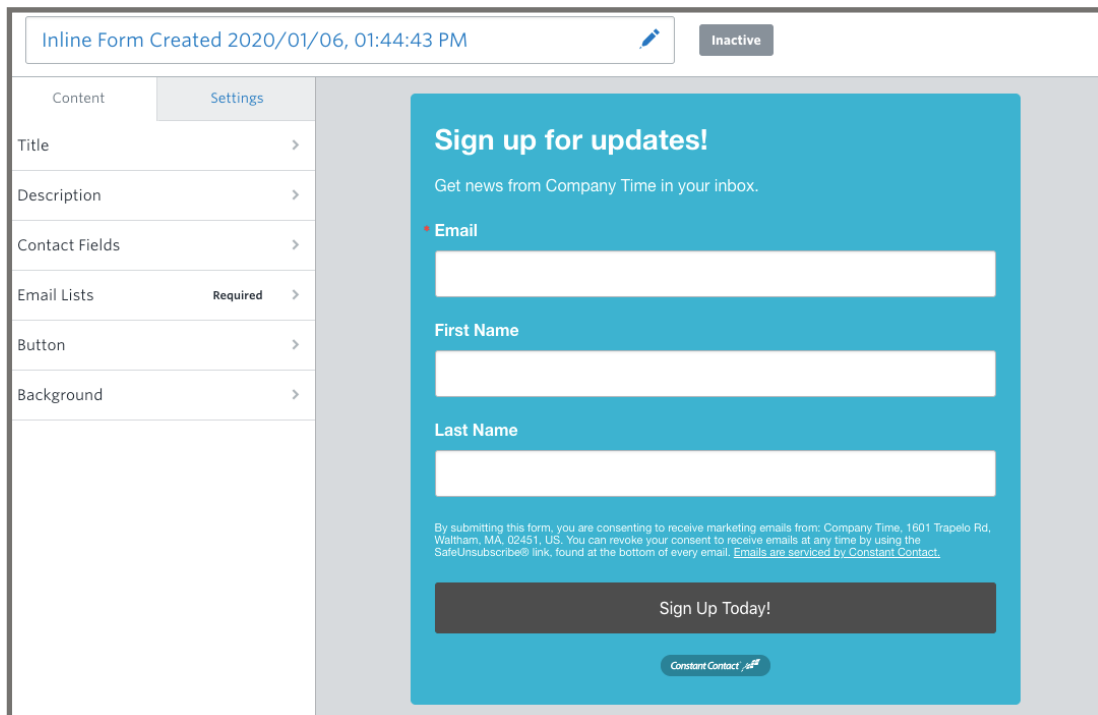


[Video Tutorial: How to Create a Pop-up Sign-up Form](#)

Inline Sign-up Form

An inline sign-up form is a form that can be placed in the perfect spot on your site. Using HTML code, you decide where the form displays on your site. If you need to make changes to your form, there's no HTML editing necessary. You can make changes to your Inline Form right in your Constant Contact account and it will update automatically on your site.

There is no additional fee to use Inline Sign-up Forms.



The screenshot shows the Constant Contact Inline Sign-up Form editor. At the top, it says "Inline Form Created 2020/01/06, 01:44:43 PM" and "Inactive". On the left is a sidebar with "Content" and "Settings" tabs. The "Settings" tab is active, showing fields for Title, Description, Contact Fields, Email Lists (marked as Required), Button, and Background. The main area displays a preview of the sign-up form. The form has a blue header "Sign up for updates!" and a sub-header "Get news from Company Time in your inbox." Below this are three input fields: "Email", "First Name", and "Last Name". At the bottom of the form is a dark button labeled "Sign Up Today!" and a small "Constant Contact" logo.

To create an Inline Sign-up Form:

1. Click **Sign-up Forms**.
2. Click **Create Sign-up Form**.
3. Choose "Inline".

For more help creating and setting up your Inline Form, check out the help resources below:



[Create an Inline Contact Sign-up Form](#)



[Activate and Install an Inline or Pop-up Sign-up Form](#)

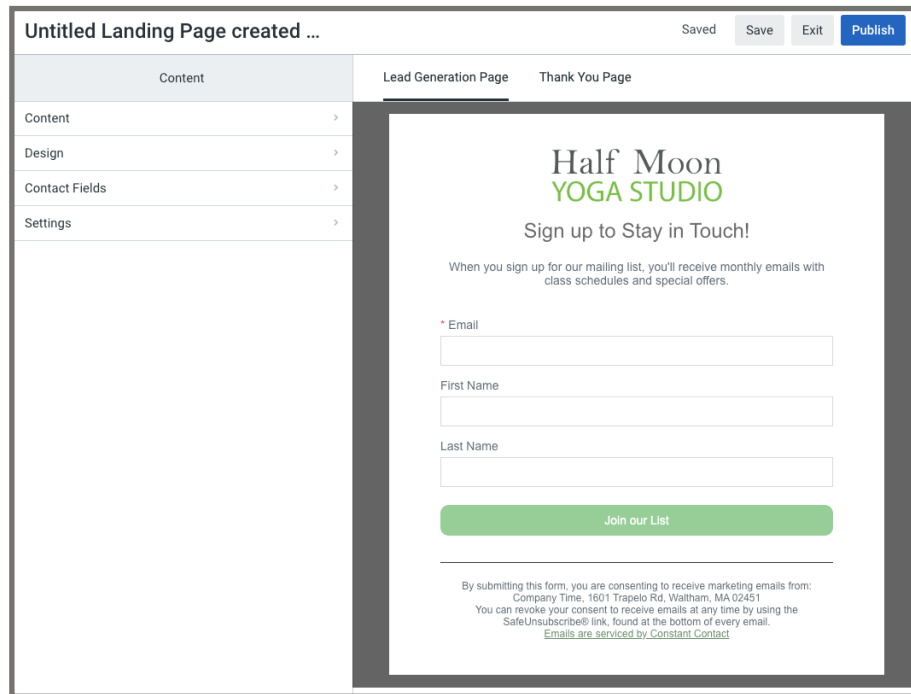


[Video Tutorial: Creating an Inline Sign-up Form](#)

Lead Generation Landing Page

A Lead Generation Landing Page is a customizable page, sort of like a stand-alone website, for generating new leads through social media and email. With a Lead Generation Landing Page, you can customize the look of the page, add an image, and choose which data you want to collect from visitors. You can even give your landing page a custom URL!

There is no additional fee to use Lead Generation Landing Pages.



[Click to enlarge image](#)

To create an Inline Sign-up Form:

1. Click **Sign-up Forms**.
2. Click **Create Sign-up Form**.
3. Choose "Lead Generation Landing Page".

For more help creating and setting up your Lead Generation Landing Page, check out the help resources below:



[Create a Lead Generation Landing Page](#)



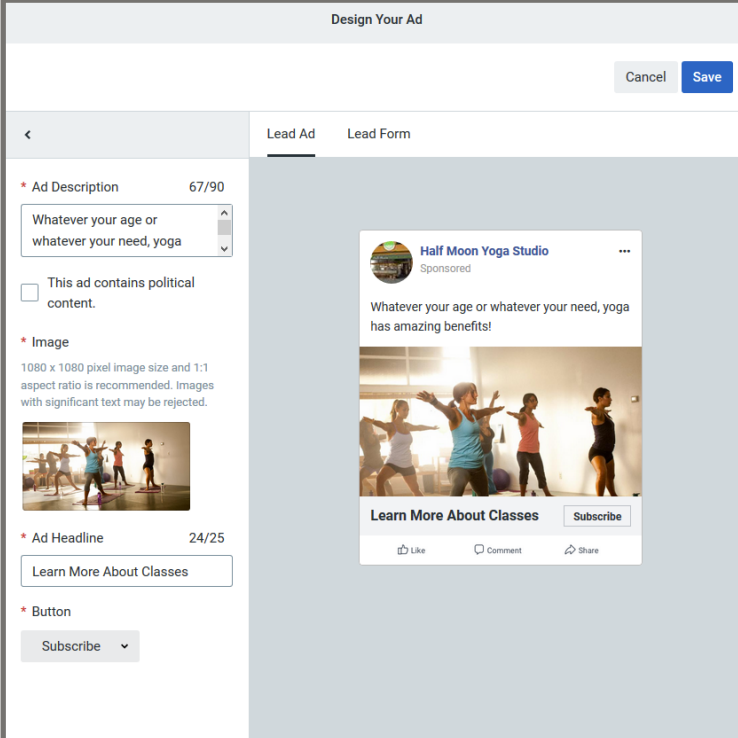
[Edit a Lead Generation Landing Page](#)



[Video Tutorial: Landing Pages for Lead Generation](#)

Facebook Lead Ad

Facebook Lead Ads are a great way to reach new audiences. You'll design an ad that will be published to Facebook for a wide audience based on criteria you choose. You can reach a specific demographic like age group, location, and more. Since Lead Ads are real ads that are published online, they do come at an additional fee, but you can build an ad budget that works for you.

The screenshot shows the 'Design Your Ad' interface in Facebook Ads Manager. It has a 'Cancel' and 'Save' button at the top right. Below the title, there are tabs for 'Lead Ad' and 'Lead Form'. The left sidebar contains fields for: 'Ad Description' (67/90 characters) with the text 'Whatever your age or whatever your need, yoga'; a checkbox for 'This ad contains political content.'; 'Image' (1080 x 1080 pixel image size and 1:1 aspect ratio is recommended) with a placeholder image of people in a yoga studio; 'Ad Headline' (24/25 characters) with the text 'Learn More About Classes'; and a 'Button' dropdown menu set to 'Subscribe'. The main preview area on the right shows a mockup of the ad with the 'Half Moon Yoga Studio' profile, the same text and image, and the 'Learn More About Classes' button. Below the mockup are icons for 'Like', 'Comment', and 'Share'.

[Click to enlarge image](#)

To create a Facebook Lead Ad:

1. Click **Sign-up Forms**.
2. Click **Create Sign-up Form**.
3. Choose "Facebook Lead Ad".

For more help creating and setting up your Facebook Lead Ad, check out the help resources below:



[Create a Facebook Lead Ad](#)



[Best Practices for Using Facebook Lead Ads](#)

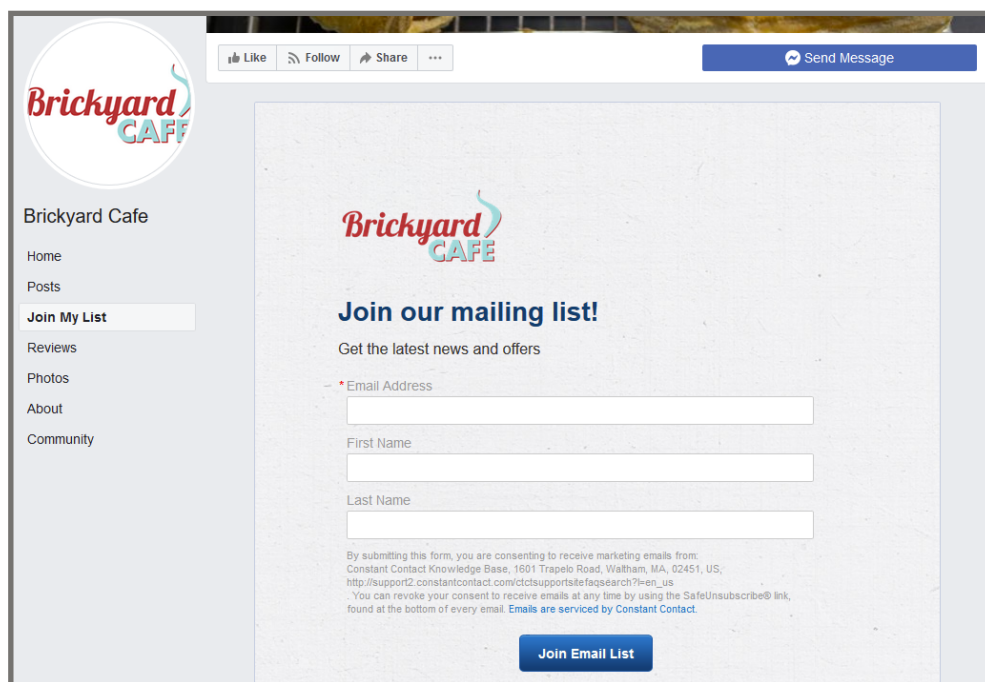


[Video Tutorial: Using Facebook Lead Ads](#)

Facebook Join My List App

The Facebook Join My List App gives your followers an easy way to sign up for your Constant Contact mailing lists. Once you install the app on your Facebook Business page, you can customize it with a logo, and choose which lists you want contacts to be added to.

There is no additional fee to use the Facebook Join My List App.

A screenshot of a Facebook business page for 'Brickyard Cafe'. The page features a navigation menu on the left with options like Home, Posts, Join My List (highlighted), Reviews, Photos, About, and Community. The main content area displays the 'Brickyard Cafe' logo and a 'Join our mailing list!' heading. Below this, it says 'Get the latest news and offers' and provides a sign-up form with fields for 'Email Address', 'First Name', and 'Last Name'. A blue 'Join Email List' button is at the bottom. Fine print at the bottom of the form states: 'By submitting this form, you are consenting to receive marketing emails from: Constant Contact Knowledge Base, 1601 Trapelo Road, Waltham, MA, 02451, US; http://support2.constantcontact.com/ctcsupportsite/facsearch?l=en_us. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. Emails are serviced by Constant Contact.'

[Click to enlarge image](#)

To use the Facebook Join My List App:

1. Click **Sign-up Forms**.
2. Click "Facebook Join My List App".
3. Click **Add App**.

For more help creating and setting up your Facebook Join My List App, check out the help resources below:



[Add the Join My List App to a Facebook Business Page](#)



[Customize the Join My List Sign-up Form Content](#)

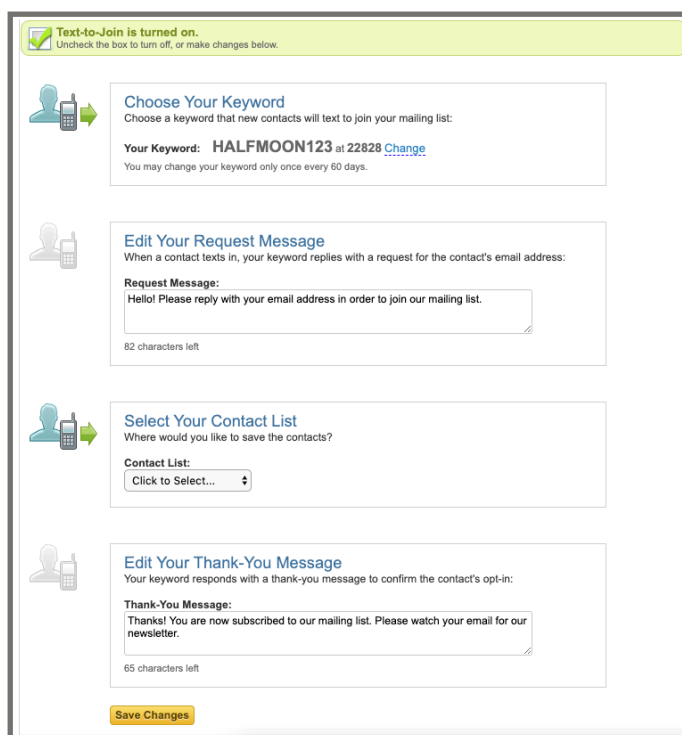


[Video Tutorial: Creating a Facebook Join My List Form](#)

Text-to-Join

Text-to-Join gives new contacts the opportunity to join your mailing list through a text message. Here's how it works: The contact will text a keyword of your choice, to a number we generate for you. Then, they'll receive a text back that will walk them through joining your list. Text to sign-up is only available in the US. It is not currently available for international users.

There is no additional fee to use Text-to-Join.



Text-to-Join is turned on.
Uncheck the box to turn off, or make changes below.

Choose Your Keyword
Choose a keyword that new contacts will text to join your mailing list:
Your Keyword: **HALFMOON123** at 22828 [Change](#)
You may change your keyword only once every 60 days.

Edit Your Request Message
When a contact texts in, your keyword replies with a request for the contact's email address:
Request Message:
Hello! Please reply with your email address in order to join our mailing list.
82 characters left

Select Your Contact List
Where would you like to save the contacts?
Contact List:
Click to Select...

Edit Your Thank-You Message
Your keyword responds with a thank-you message to confirm the contact's opt-in:
Thank-You Message:
Thanks! You are now subscribed to our mailing list. Please watch your email for our newsletter.
65 characters left

[Save Changes](#)

[Click to enlarge image](#)

To use Text-to-Join:

1. Click **Sign-up Forms**.
2. Click "Basic Landing Pages".
3. Click "Text to sign-up" on the right side of the page.

For more help creating and setting up Text-to-Join, check out the help resources below:



[Use Text-to-Join to Collect New Contacts](#)



[Create a Sign to Promote Your Text-to-Join Keyword](#)

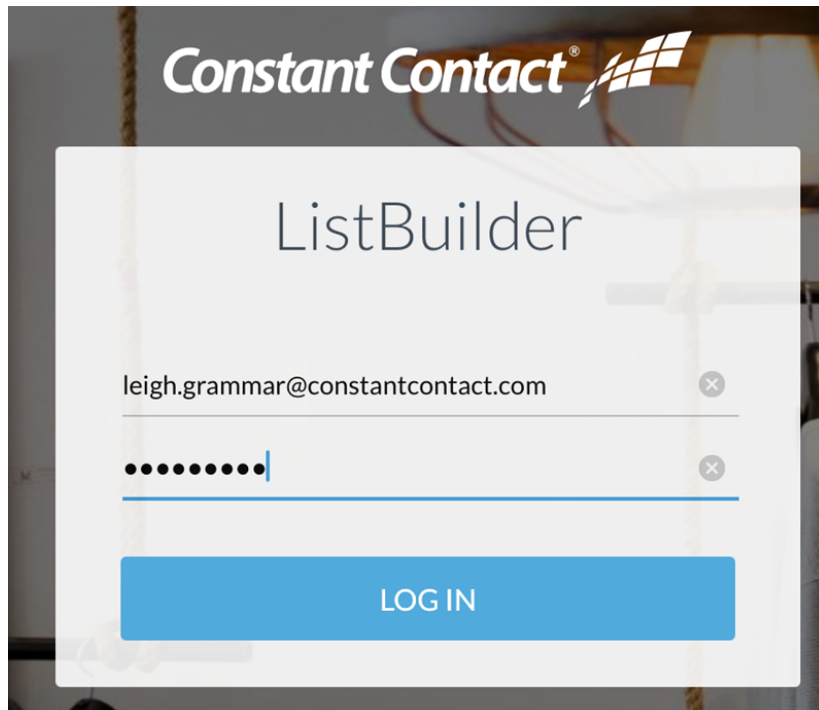


[Video Tutorial: Grow Your Contact List with Text-to-Join](#)

ListBuilder App

The ListBuilder App is an app available on both iPhone and Android devices that will allow new contacts to sign-up for your mailing list through your device. The ListBuilder App is a great option if you spend a lot of time at trade shows, or if you want to keep an iPad at the register for new sign-ups.

There is no additional fee to use the List Builder App.



[Click to enlarge image](#)

To use the List Builder App:

1. Open the App Store on your device.
2. Search for "ListBuilder".
3. Click to install.

For more help creating and setting up the ListBuilder App, check out the help resources below:



[ListBuilder for Constant Contact](#)



[Customize Your ListBuilder Form](#)



[Use Kiosk Mode to Restrict a Tablet to the ListBuilder App](#)

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