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.

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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.

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](#)

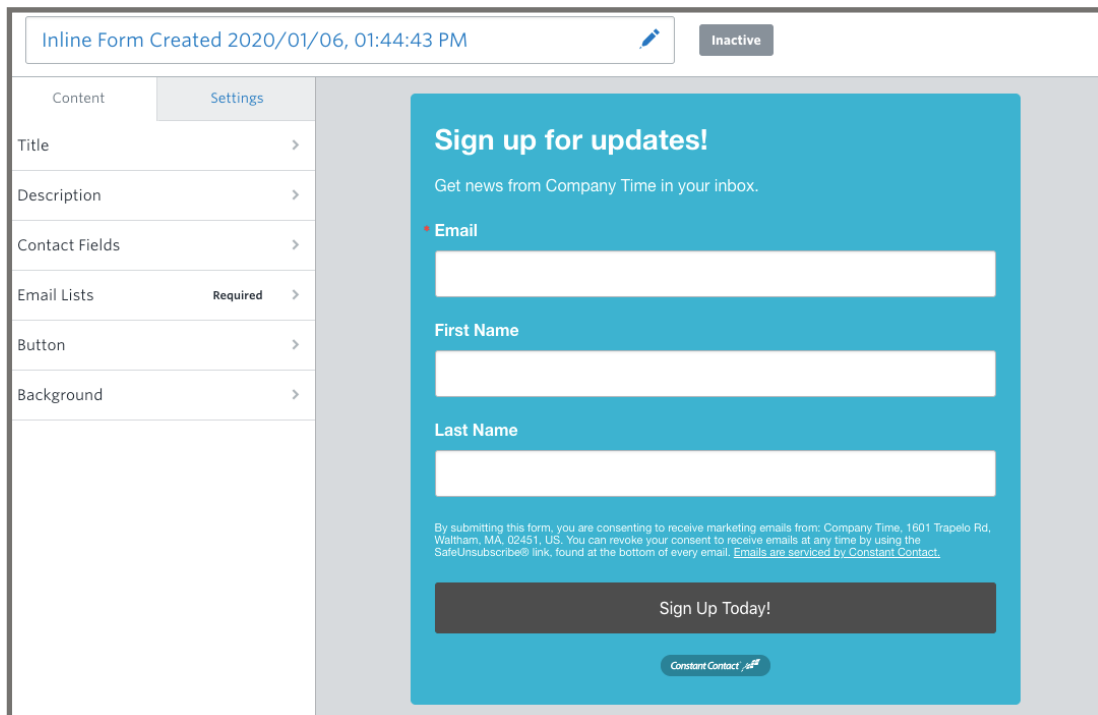[Activate and Install an Inline or Pop-up Sign-up Form](#)

[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.

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](#)

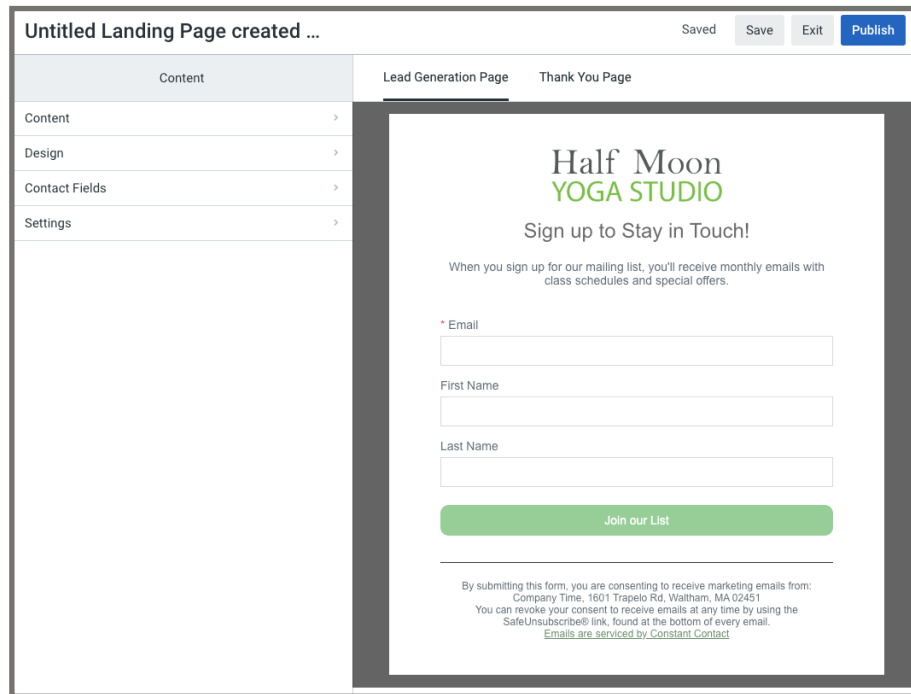[Activate and Install an Inline or Pop-up Sign-up Form](#)

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

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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:
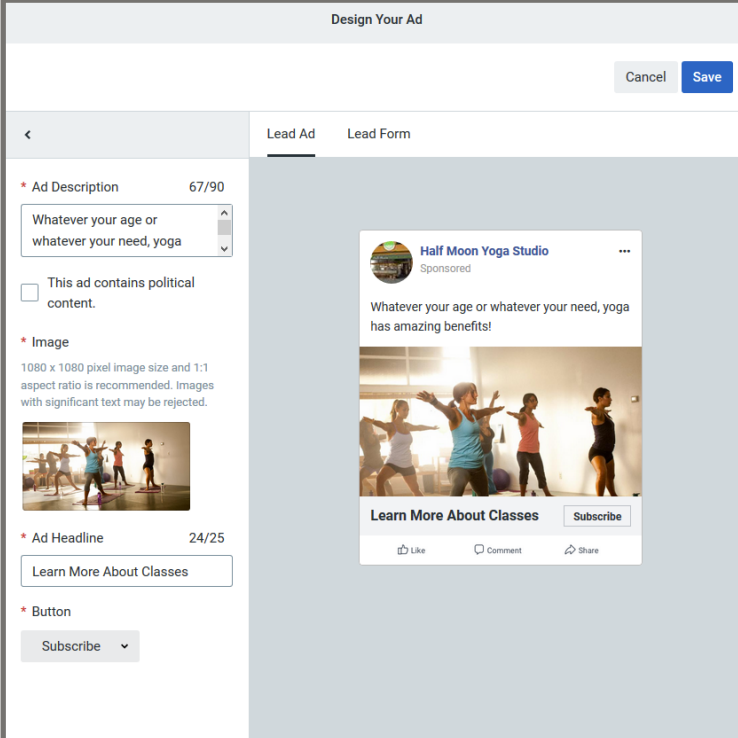
[Create a Lead Generation Landing Page](#)

[Edit a Lead Generation Landing Page](#)

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

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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.

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](#)

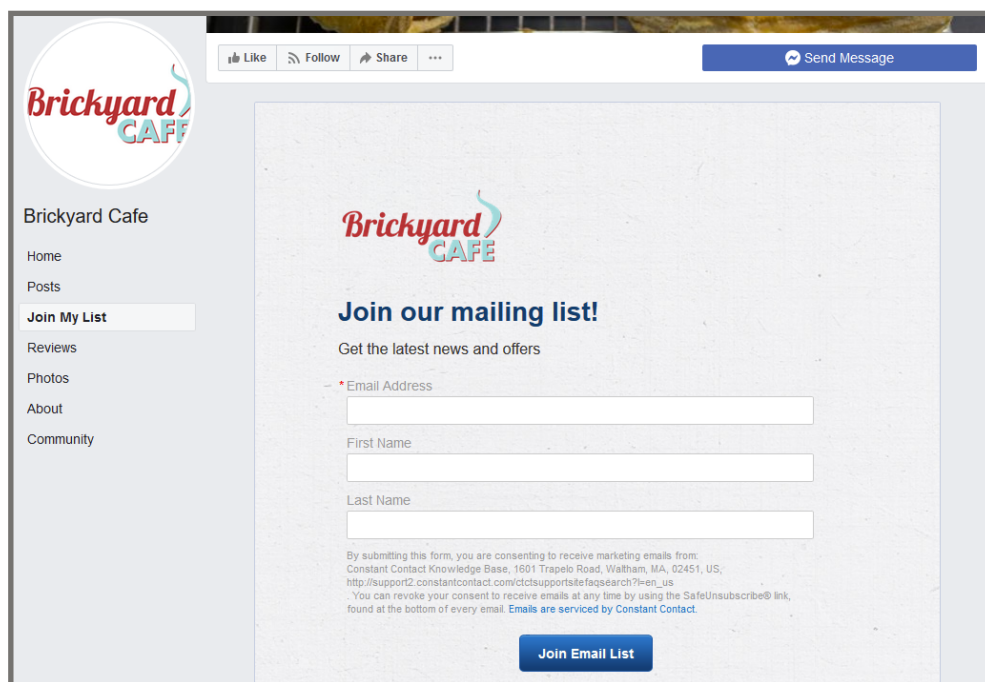[Best Practices for Using Facebook Lead Ads](#)

[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.

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
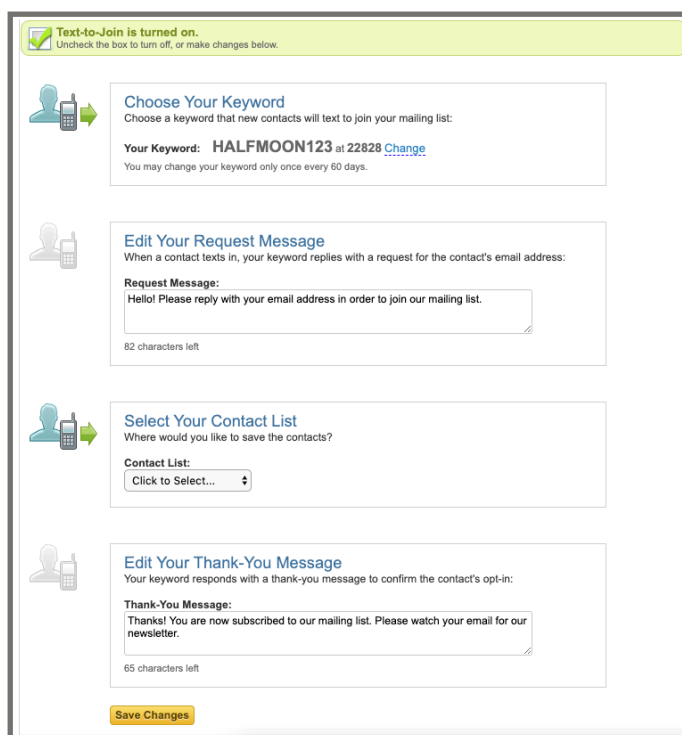
Customize the Join My List Sign-up Form Content

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.

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](#)

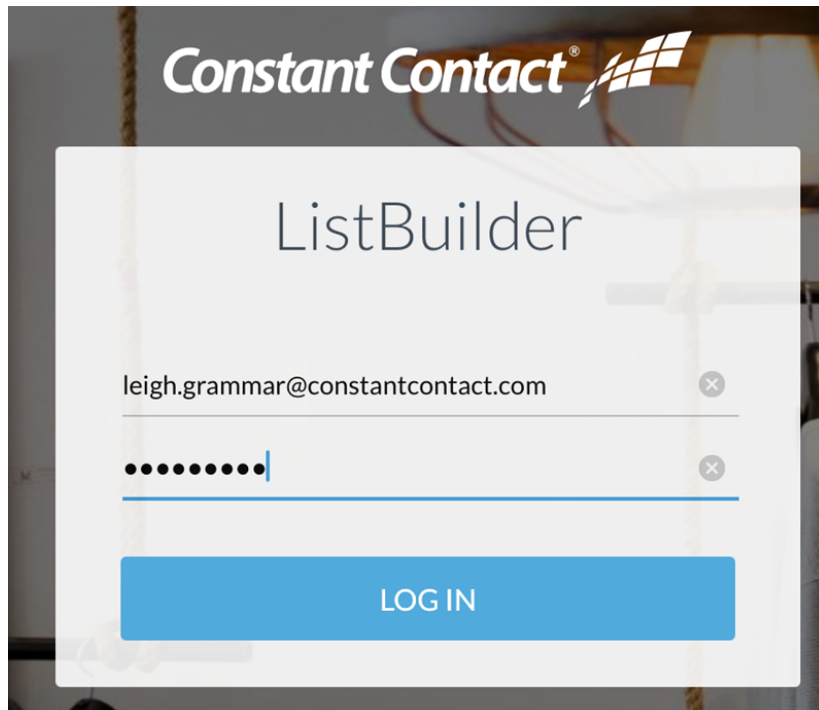[Create a Sign to Promote Your Text-to-Join Keyword](#)

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

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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](#)

Helping small business do more business