

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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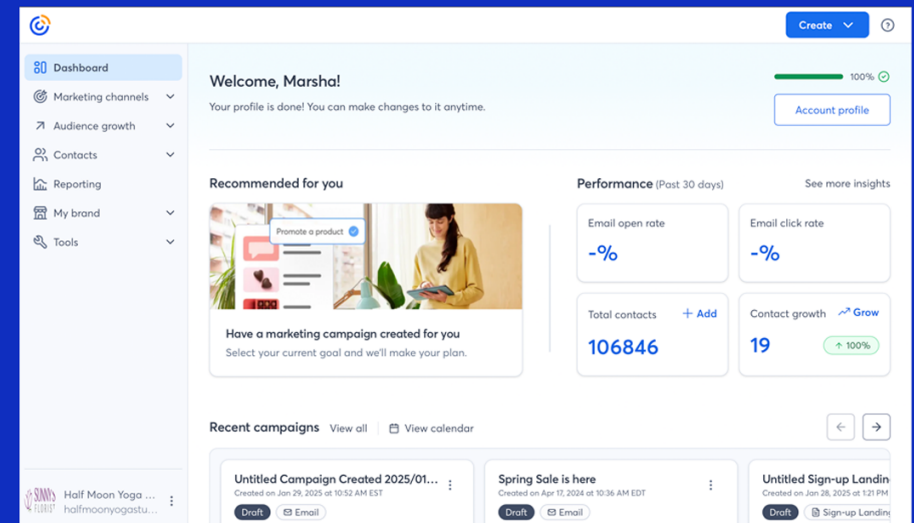


Get familiar with your account

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

 Constant Contact

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!

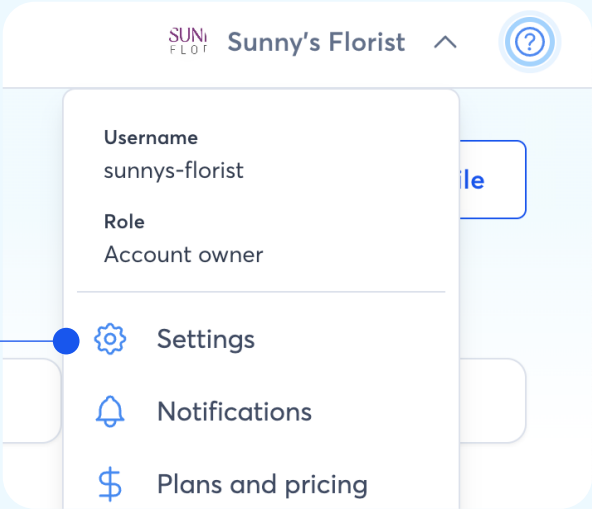
The info you add here — like your organization details, “From” email address, and logo — automatically populates within your emails.

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

Account owner

[Account details](#) Billing Account emails Manage users Advanced settings SMS Add-ons UTM tracking

Account details

Profile details

Sunny Patel
617 5552368
Massachusetts, United States

Community screen name
SunnysFlorist

Edit

Business details



Sunny's Florist
<http://www.sunnysflorist.com>

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.

Create

Dashboard

Campaigns

Contacts

Channels

Audience

Growth center

Lists and segments

Surveys

Lead magnet

Assets

Reporting

Automations

Integrations

Contacts

New subscribers (30 days) 0 0% | Subscribed 2,463

See more insights

Name ... Search b All statuses

All contacts 2,463

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

Show 50 Page 1 of 50

Add contacts

Add a single contact

Add multiple contacts

Upload from a file

Sync with integrations

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!

The screenshot displays the HubSpot interface for creating sign-up forms. On the left, a sidebar menu includes options like Dashboard, Campaigns, Channels, Emails, Social, SMS, Events, Landing pages, Sign-up forms (highlighted), Audience, Assets, Reporting, and Automations. The main content area is titled 'Sign-up forms' and features a '+ Create a sign-up form' button. Below this, a 'Landing page forms' section is visible. A modal window titled 'Create sign-up form' is open, showing various form types: Pop-up, Flyout, Banner, Inline, Text to Join, Sign-up Landing Page (selected), and Facebook Lead Ads. Each option includes a brief description. A 'Details' button is located next to the 'Sign-up Landing Page' option.



TIP

As you continue to grow your list, be sure to [segment your contacts](#) so that you can send the right message to the right audience!

Create an email

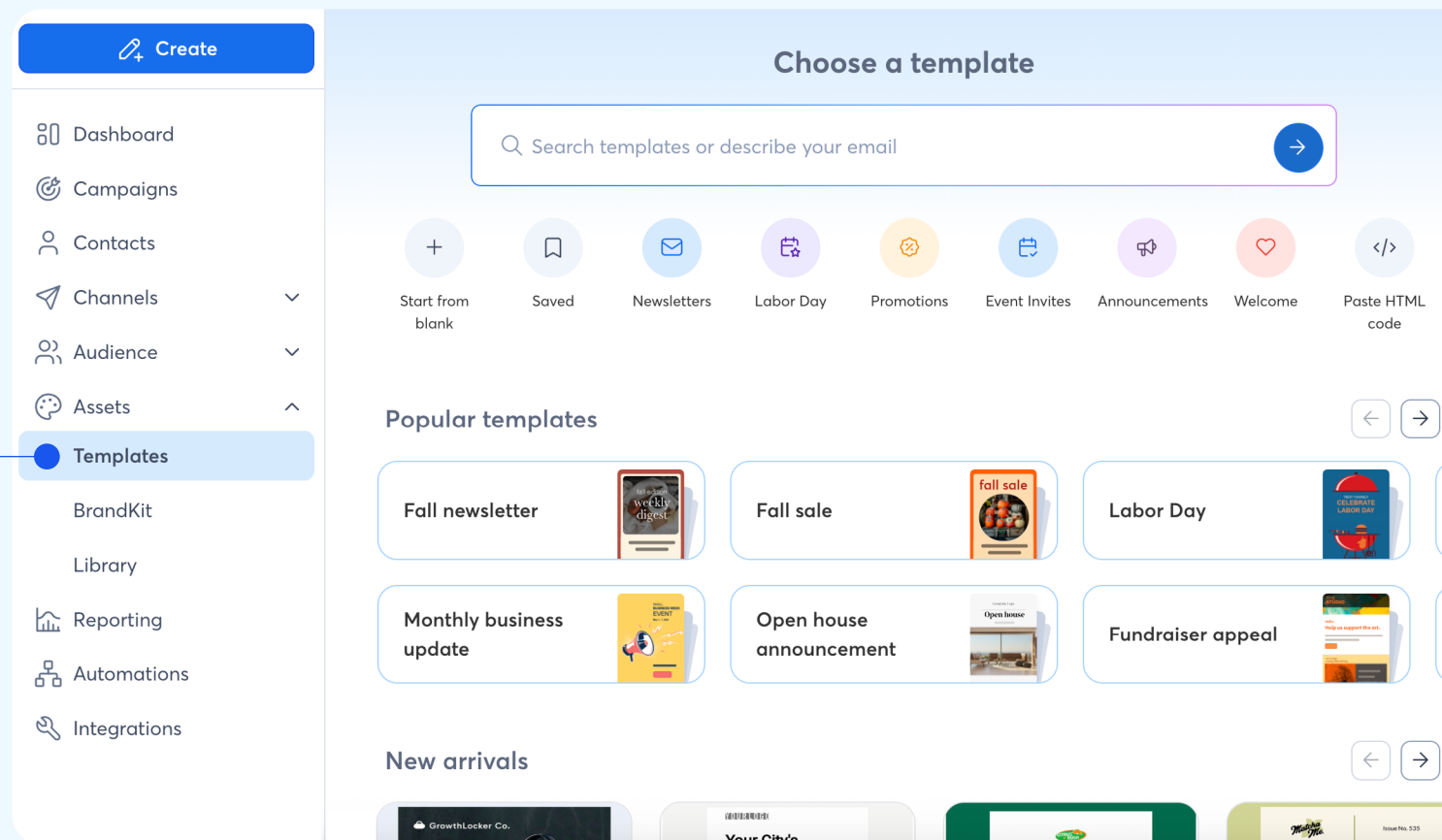
Now it's time to [create your first email!](#)

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 **Assets > Templates**.
2. Choose an email template or enter a short description into the field to generate some email options complete with content and images.

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



TIP

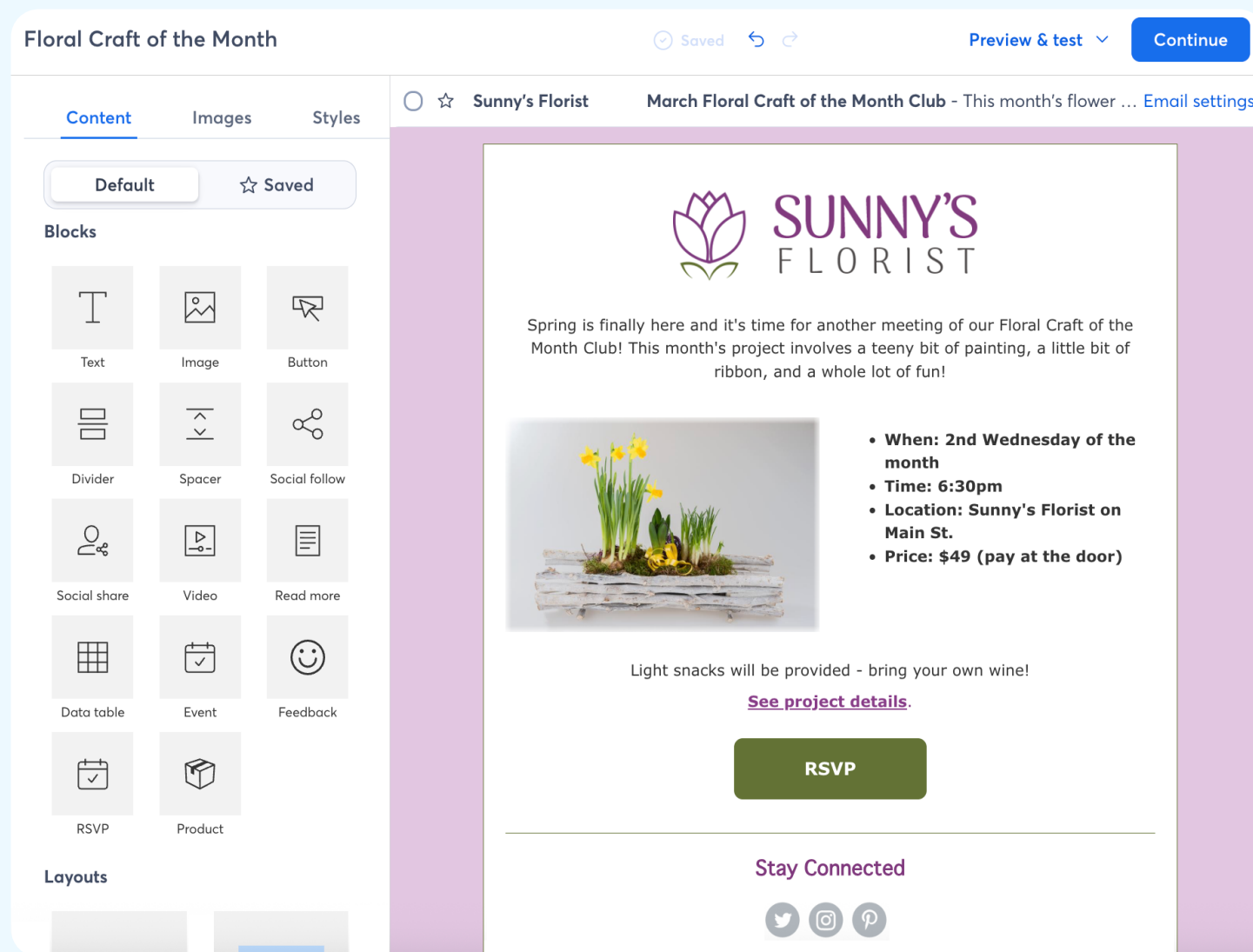
[Save your brand colors](#) in your account and [create a template theme](#) to automatically apply your branding to your emails!

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.



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).

☆

Sunny's Florist

☆

March Floral Craft of the Month Club - This month's flower is the mighty daffodil!

☆

Jack's Backyard B...

☆

Jack's Annual Cooking Class - You don't want to miss this!

🕒 Saved

↶ Undo

↷ Redo

Preview & Test ▾

Continue

Email Settings

✕

🕒 ☆ Half Moon Yoga

Take half off your first class - Get ready for spring!

🕒 ☆ Sunny's Florist

March Floral Craft of the Month Club - This month's flower is the mighty daffodil!

🕒 ☆ Jack's Backyard B...

Jack's Annual Cooking Class - You don't want to miss this!

Subject (Required)

Engage your contacts at first sight. See some [recommended subject lines](#)

March Floral Craft of the Month Club

😊 Personalize

Preheader

Think of it as a subtitle for your subject line. View some [recommended preheaders](#)

This month's flower is the mighty daffodil!

From Name (Required)

Sunny's Florist

From address (Required)

sunny@sunnysflorist.com ▾

Reply-to address (Required)

sunny@sunnysflorist.com ▾

Cancel

Save

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

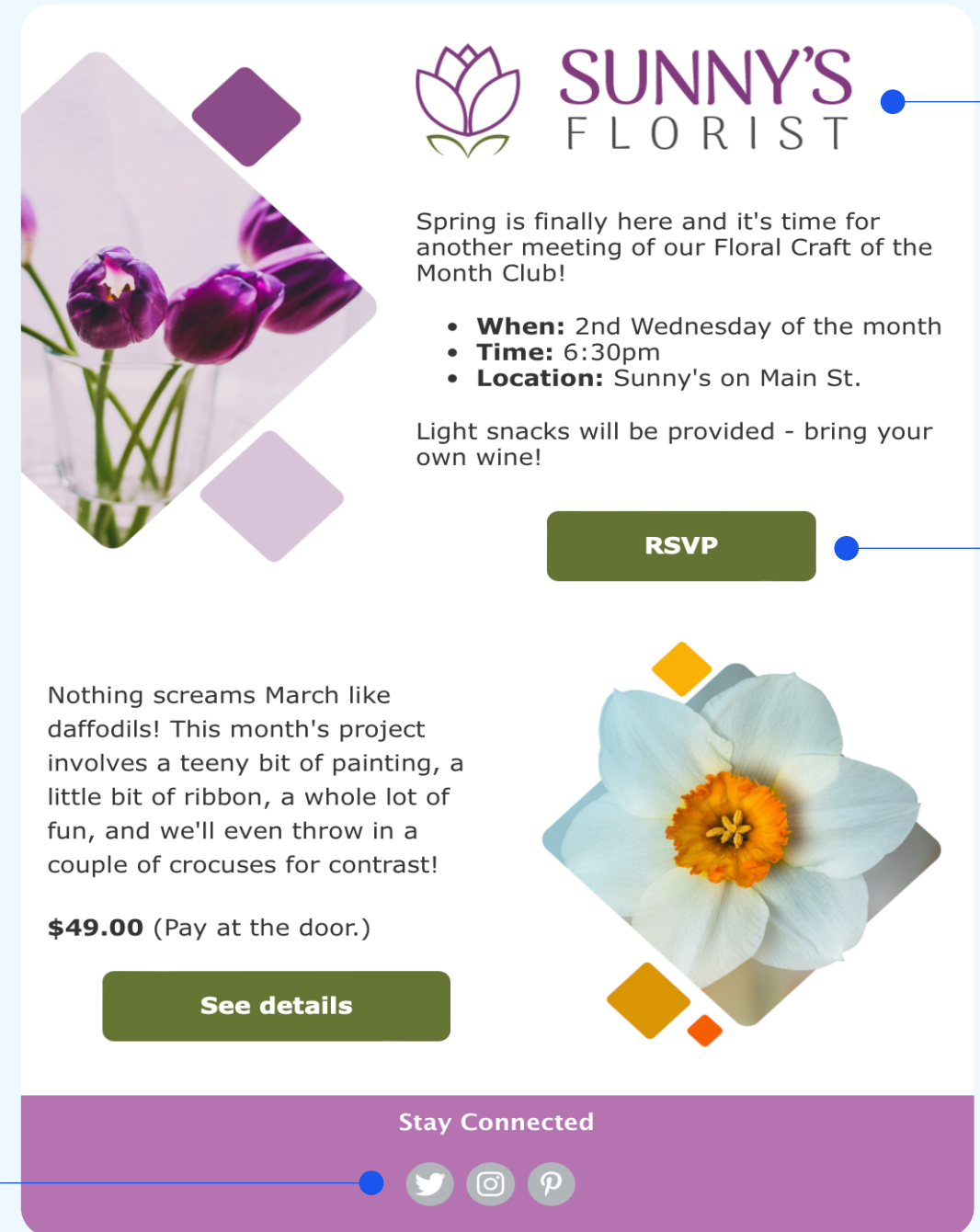
Position your most important links at the top of the email, and consider using buttons instead of text links.

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.



 **SUNNY'S**
FLORIST

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 now**.

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 email sending interface for 'Sunny's Florist'. At the top, there's a header with 'Sunny's Florist' and the subject 'March Floral Craft of the Month Club - This month's flower is the mighty daffodil!'. A 'Continue' button is in the top right. Below the header, there's a toolbar with 'Saved', 'Undo', 'Redo', 'Preview & Test', and 'Continue'. The main content area is titled 'Floral Craft of the Month' and features a 'Send test' button. The 'Time and audience' section has radio buttons for 'Send now' (selected) and 'Schedule for later'. The 'Audience' section shows 'List' selected, with a search bar and '0 lists selected | 0 unique recipients'. There's also a 'Segment' option. The 'Automatic resends' section has a checkbox for 'Resend to non-openers'. The 'Sender details' and 'Advanced settings' sections are at the bottom. On the right, a preview of the email shows the 'SUNNY'S FLORIST' logo, a description of the 'Floral Craft of the Month Club', a photo of daffodils, and event details: 'When: 2nd Wednesday of the month', 'Time: 6:30pm', 'Location: Sunny's Florist on Main St.', and 'Price: \$49 (pay at the door)'. A 'See project details' link and an 'RSVP' button are also visible.

Sunny's Florist

March Floral Craft of the Month Club - This month's flower is the mighty daffodil! [Email settings](#)

Floral Craft of the Month [Edit](#) [Save](#) [Send now](#)

Send test

Time and audience

☒ Send now
☐ Schedule for later

Audience [Manage contacts](#)

☒ List

Q Type to search
0 lists selected | 0 unique recipients

☐ Segment

Automatic resends
☐ Resend to non-openers [Learn more](#)

Sender details

Advanced settings

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

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](#)!

Create

Dashboard

Campaigns

Contacts

Channels

Emails

Social

Email

SentLast modifiedClear all



Floral Craft of the Month

Sent

Email

Sent Aug 6, 2021 at 10:15am EDT

5 sends • 4 (100%) opens • 4 (100%) clicks • 1 (20%) bounce • 0 (0%) unsubscribes

Sent

Floral Craft of the Month

Copy

Share on Social

...

DetailsReportingHeat Map

Email Performance

See how your emails are doing with your audience.

Sent

244

Open Rate

30%

Click Rate

8%

i

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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