How to Select a Digital Marketing Platform A step-by-step guide to finding the best solution for your needs



A digital marketing platform elevates your marketing efforts, allowing you to easily reach your ideal audience with various approaches using multiple tools.

When used correctly, a digital marketing platform is cost-effective, scalable, and results are measurable.

The right platform will provide you with an efficient way to target more qualified leads, increase sales, manage your existing tech stack, increase customer engagement, and efficiently manage your online presence. With this, you'll have a complete understanding of your marketing channels so you can identify what is working, easily measure ROI, and continually fine-tune your overall marketing plan.

When choosing a digital marketing platform, it is vital to consider both your current and future needs before you make your selection.

The following pages cover key points you should consider as you evaluate your options.

Marketing Expectations pg 3 Unique Business Needs pg 4 **Current Marketing** Efforts pg 5 **Platform Evaluation** pg 6 Conclusion pg 10

1. Your Marketing Expectations

Before beginning your journey to select the perfect digital marketing platform for your business, begin to identify your goals by asking yourself, "What am I trying to achieve?"

Once your expectations have been defined, you can prioritize the features you need to achieve them. Some goal examples include:

- □ I want to grow my contact list.
- □ I want to connect my online store with my email newsletter.
- I want to cut down on overall time spent managing and maintaining social media accounts.
- I want to try new digital marketing techniques.

Considering Constant Contact

Constant Contact has all the digital marketing tools you need in one place.

Easily grow your audience and engage existing customers with powerful customer list growth tools, automated emails, SMS text messaging, social media marketing, and reporting.

With Constant Contact, you can:

- □ Easily grow your contact list
- Connect other marketing tools with thousands of integrations
- Streamline marketing processes and maintain socia accounts in one location
- Create comprehensive marketing campaigns with multiple channels such as events, email, social, SMS, and more

"No one will know about your dream unless you shout it to the world. What better platform to shout it to the world than to be on Constant Contact, where you can shout it to everybody." – Aisha James, Taste of Black St. Louis

What am I trying to achieve?

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2. Your Unique Business Needs

When reviewing a digital marketing platform, it is important to keep your business's specific needs in mind. Ask yourself:

- What are my ultimate business goals and how do I expect marketing to help me achieve them?
- Does this platform integrate with my existing tools and tech stack?
- Does my industry have any specific needs or capabilities?
- Where am I spending most of my marketing time? Are there methods to help make this more efficient/get better returns?

In addition to the questions above, it is important to also consider the current size and maturity of your business (to help you plan for, and accommodate, any future growth), as well as any existing tools or technologies you are currently using.

Considering Constant Contact

Constant Contact has the toolset needed for small businesses of all sizes (solopreneurs, established teams, multi-location franchises, nonprofits, and more) to make the most of their time and positively impact their business.

Constant Contact features include:

- Over 5,000 native and API-enabled integrations with common business and marketing tools
- □ Industry-specific resources, templates, and integrations
- Time-saving tools like automation, social scheduling, event management, and more

"I just find [Constant Contact] to be a really great platform to give me the kind of look and feel that I want." – Michelle Kofman, Threads to Treads What are my business goals?

1. _____ 2. How can marketing help? 1. 2. Where am I spending most of my marketing time? 1. 2.

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3. Your Current Marketing Efforts

The objective of using a digital marketing platform is to help you further enhance or simplify existing processes and marketing efforts. When researching different platforms, take into consideration the following:

- What is the size of my current contact list? Are there size limits or cutoffs I need to be aware of?
- What marketing channels am I currently using (for example: social, SEO, web, advertising, mobile, etc.)? Which ones do I need help getting started in?
- What other tools am I using that can easily be integrated into a larger platform?
- What social media platforms am I using? Will they be supported?

In addition to the questions above, it is important to also consider the current size and maturity of your business (to help you plan for, and accommodate, any future growth), as well as any existing tools or technologies you are currently using.

Considering Constant Contact

Constant Contact has all the tools you need to ensure your marketing messages reach your customers at each stage of their sales journey.

Constant Contact features include:

- List growth tools and additional support for lists over 500,000
- A full channel approach, including email, SMS, social media, event management, SEO, and landing pages
- Integrations with common marketing and web management tools like Salesforce, Woocommerce, Eventbrite, Wix, Quickbook, Etsy, Shopify and more

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What marketing channels am I currently using?	
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2.	
What channels do I need help getting started in?	
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What is the size of my current

contact list?

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a. Feature evaluation:

When reviewing a digital marketing platform, it is important to keep your marketing objectives and goals in mind. Then, review them against the platform's core features. As you review features, consider:

- What channels or features am I using? (pg 5)
- What channels am I hoping to use in the future?
- □ How does the tool enable me to measure success?
- □ What metrics matter to me?
- □ Can they be optimized or streamlined?

Considering Constant Contact

Constant Contact has a variety of features available to ensure your success. With reporting, A/B testing, and more, you can be sure every campaign you send out is optimized.

Constant Contact offers:

- □ List growth
- □ Automation
- AB Testing
- Reporting

What channels am I hoping to	Notes
use in the future?	

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What metrics matter to me?	
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b. Integrations:

Marketing is not done in a vacuum. It is becoming increasingly essential that the various marketing tools utilized within your business seamlessly worth together.

- Can you connect to other marketing tools such as social, events, landing pages, etc.?
- Does this tool offer an effective solution to my current and future needs?
- Does the platform support native integration or rely on 3rd party integrations

Considering **Constant Contact**

The 5,000+ integrations available for Constant Contact provide many ways to simplify and optimize your marketing efforts. <u>Contact our sales</u> team for a full listing of our integrations — including integrations with Outlook, Zapier, and more.

"Everything is integrating with each other, and what you do with one, just kind of flows over to the next, so you're not spinning your wheels... which is the best thing as a small business owner." – Aisha James, Taste of Black St. Louis

What integrations do I want or need?	Notes
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c. Ease of use and support:

Ease of use and support are the keys to success with any new tool; you want to be able to get up and running quickly without the hassle of a complicated setup process and steep learning curve. Before committing to a platform, it's important to know the different support and training options available and their associated costs to ensure you have what you need to be successful. Therefore, you should ask yourself:

- □ How quickly can I get up and running?
- How much training is needed to work efficiently within the program?
- □ What tools are available to new users to get them started?
- What types of training resources are available?
- Does the platform offer additional content (infographics, blog posts, etc) that provides accurate industry information? Be sure to check resources are being kept up-to-date to ensure the reliability of information and the company.
- Does the company offer online or phone support services?

Considering Constant Contact

Constant Contact has a variety of resources in place to ensure you get up and running quickly.

Constant Contact offers:

Award winning live support

- □ In-product guides and support
- Extensive Knowledge Base and CTCT blog
- Ongoing educational webinars and access to experts
- Marketing Advisors

"I find the program extremely easy to use. It takes me no time whatsoever" – Roz Hansen, Pet Wants Newton

What type of resources work
best for me to help me learn?
Do I prefer online/phone/
self-help?

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3.

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d. Scalability and Cost:

It is important to think long-term. Your needs may change as your business evolves, requiring additional capabilities. It is essential to choose a platform that can grow with you. In addition to tools and features, cost is also an important consideration. To ensure a balance between your needs and your budget, ask yourself:

- What are your current needs? Ideally, you would like to purchase what you need now and have the ability to upgrade when necessary.
- □ How easy is it to add on features in the future?
- Does the tool provide native integrations or non-integrated 3rd party apps?
- What is your ongoing budget? This includes initial investment and the costs to maintain it.
- Are there additional costs such as support fees, feature add-ons, etc? Are there multiple packages/ different paths depending on business size or needs?

Considering Constant Contact

Constant Contact has many plans to meet a wide range of small business needs. Plans are designed to help you achieve your current goals and adapt as your needs change.

Constant Contact offers:

- □ Free 30-day trial
- Multiple plans options from starter to enterprise levels (Plans start at \$9.99/month)
- Marketing tools for beginners all the way up to experts
- Multiple add-ons to customize your plan

	What are	our current ne	eeds? Note	S
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Since most platforms will have similar capabilities, it is important to not make a decision based on capabilities alone.

Here are a few final questions that should be asked before a final decision is made:

- □ What are my ultimate business goals and can this platform help me achieve them?
- Does this platform offer an effective solution to both my current and future needs?
- □ Is the company fairly stable? Will they be sustainable in the long-term?
- □ How professional and knowledgeable is the staff? Can I see myself working with this company consistently?
- □ What are reviews and current customers saying about the company?

Ready to adopt a complete digital marketing platform and achieve your business goals? Constant Contact is ready to help.

Find the right plan for your business:

CHOOSE YOUR PLAN

What are your top three goals?	Notes
1	
2.	
3	
What are the top tools you need to integrate with?	
1	
2.	
Where do you spend most of your marketing time?	
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2.	