CRYSTAL LAKE
Chamber of Commerce

EMAIL MARKETING

Look Professional, Save Time, And Get Results.

Email marketing is a smart, affordable way to stay connected with contacts so you can grow your business. In fact, marketers consider email the **best way to get new customers and keep them***.

*(Gigacom Research)

Email has an average **ROI** of **$38** for each **$1** spent.

Constant Contact®
Helping small business do more business.®

Drive great results with Email's easy-to-use features.

Our Email plan provides all of the tools and expert support you need to succeed at email marketing and drive results like more engaged contacts, new customers, and repeat business.

Easily customizable email templates
Quickly create beautiful, mobile-responsive emails that will wow people on any device.

Contact management with less management
Import, store, and segment contacts so you'll always send the right message to the right people.

Powerful list building and engagement tools
Add more new customers to your mailing list and keep them interested with automated emails.

Social media tools to go beyond the inbox
Get connected to subscribers and post emails on social media so you can extend your reach.

Real-time reporting to measure success
Learn which emails are working best so you can improve on your marketing strategy.

Free, expert help always available
Get your technical and marketing questions answered fast by our award-winning support team.

Special deal for our chamber members.

Because you are a valued member, you can **SAVE UP TO 25%** when you prepay for the year!

Sign up now and start saving today:

http://www.constantcontact.com/signup.jsp?pn=crystallakechamber

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How-To Guide

Add Your Contacts

Getting your contacts added to your Constant Contact account is as important as designing and sending your email.

Your contacts are the people who receive your Constant Contact emails. This guide will go over all the ways you can add contacts to your account. There are several ways to add your contacts, so just pick the one that works best for you!

Note: In order to be compliant with CAN-Spam, CASL, and GDPR, you need to have permission in order to send email to your contacts.

Type in One Contact
Enter all of the information you have one contact at a time.

Type In or Paste Contacts
Add a group of emails to your account by pasting them all at once or by typing them in individually.

Upload From a File
Import your contacts from a CSV, XLS, XLSX, VCF, or TXT file.

Import from Other Applications
Add your contacts from other email applications quickly and easily.

Type in One Contact

When you choose **Type in one contact**, you'll add a single contact with any details you want to store in Constant Contact. You can create a contact with as little as an email address but add as much information as you need. When you're finished adding details, click **Save**.
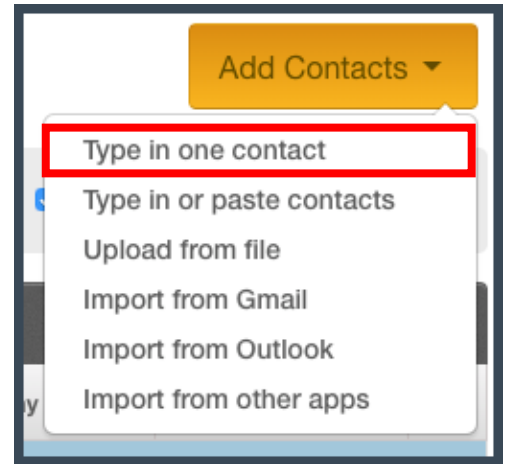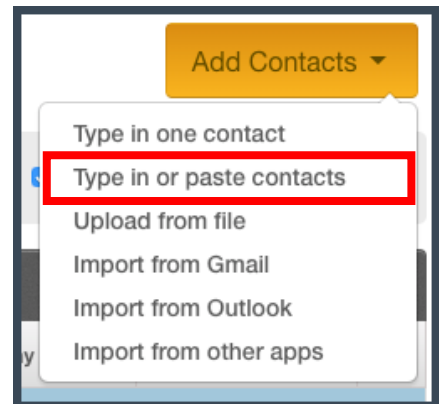
Type in or Paste Contacts

Enter Contact Details Tab

Here, use the drop-downs to select what types of information you want to store and then type in one contact per row. You can enter up to five columns of information. If you don't need to use a column, just leave it with the default title of "Select".

Add Multiple Contacts

Your contacts must have an email address.

Enter contact details	Paste names & emails			
Email address ▼	First name ▼	Last name ▼	- Select - ▼	- Select - ▼

Paste Names & Emails

You can paste up to 5,000 contacts into the Paste names & emails tab. Copy (Ctrl + C) your contact information, then click inside the field and paste (Ctrl + V). Then click Continue.

Add Multiple Contacts

Your contacts must have an email address.

Enter contact details	Paste names & emails

Enter names and emails, or just emails. Press Enter after each address.

John Smith jsmith@address.com
Mary Smith msmith@address.com
jdoe@address.com
mdoe@address.com

Cancel   Continue

Type in or Paste Contacts

After you've entered your contacts, you need to add them to a list. Click the plus sign to select a contact list. When you're finished, click **Apply** and then click **Import**.

Add Contacts - Organize

Your contacts must have an email address.

Add contacts to list
I have permission to email these contacts.

Add to Email List   **+**

Tag contacts
Separate multiple tags with a comma.

Add a tag   **+**

Cancel   Import

Choose an existing list to add your contacts to, or "Create a new list..." to make a new one.

Click **Apply** when you're done.

Manage Email Lists

☐ Espresso Fans Only

☐ Event Supporters
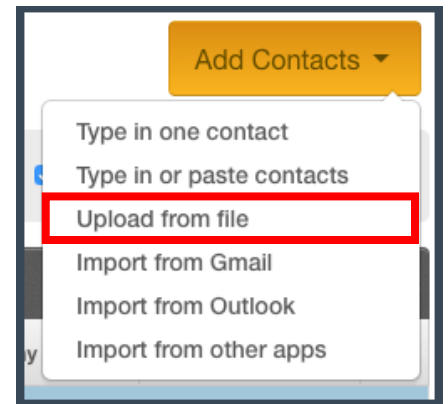
☐ Massachusetts Contacts

+ Create a new list

Cancel   Apply

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Upload from a File

You can [import](#) your contacts into your Constant Contact account if they're stored in an .XLS, .XLSX, .CSV, .VCF, or plain text file. Just click **Upload from file** to select the file that has your contacts.

Before you upload, make sure that your file is [formatted properly](#). Spending a few minutes naming your columns to match your Constant Contact account, or removing any empty records, will make your import process move faster.

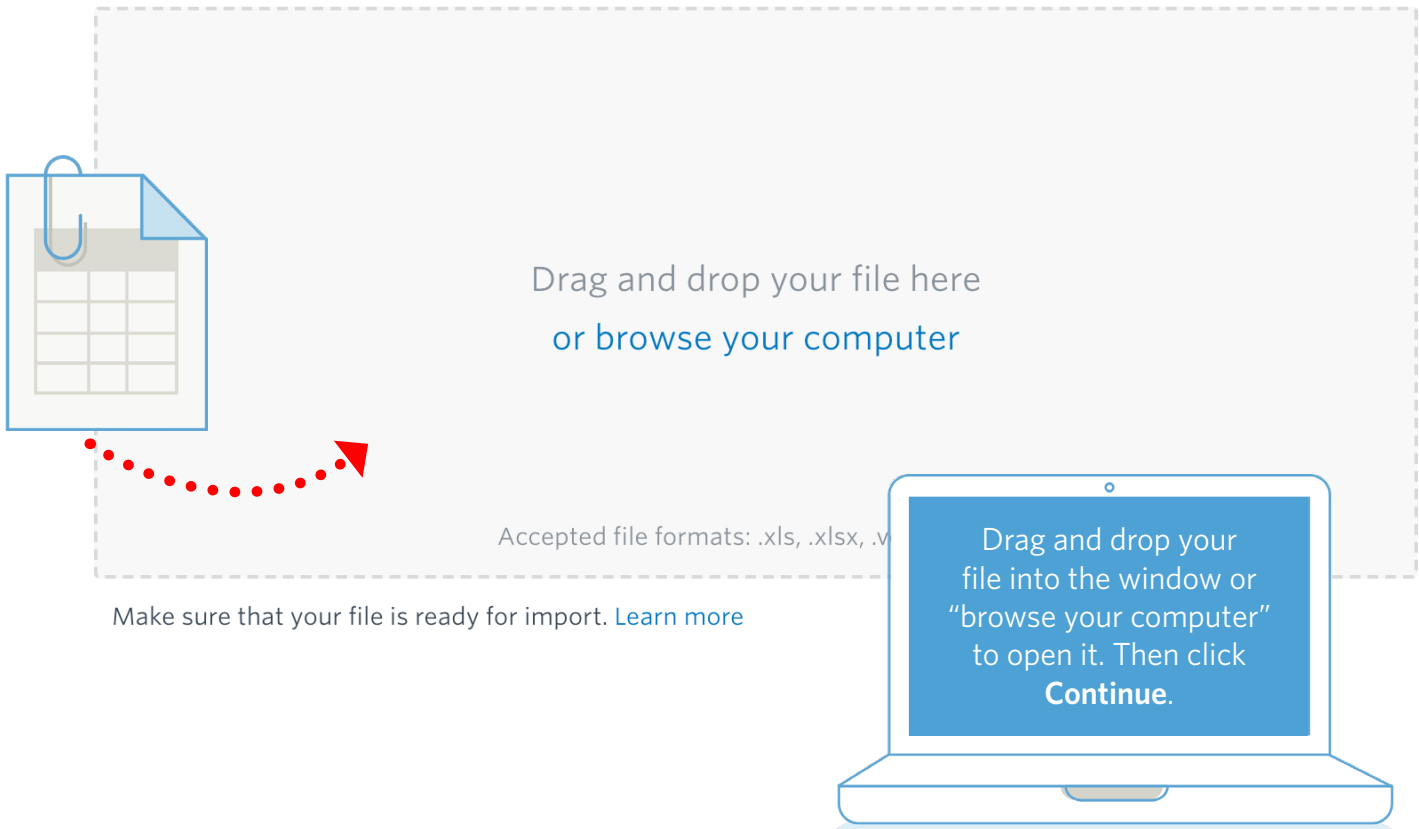Don't worry about removing duplicates - we take care of those for you!

Add Contacts ▾

Type in one contact
Type in or paste contacts
Upload from file
Import from Gmail
Import from Outlook
Import from other apps

Upload from file
Step 1 of 3

Continue

We'll merge contacts in your file with existing contacts if they have the same email address.

Drag and drop your file here

or browse your computer

Accepted file formats: .xls, .xlsx, .v

Make sure that your file is ready for import. [Learn more](#)

Drag and drop your file into the window or "browse your computer" to open it. Then click **Continue**.

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Upload from a File

After you've selected your file, make sure that your column headers, [correctly match the column headers](#) in your Constant Contact account. Click the drop-downs to select a different name if needed.

If your file has a column header that we can't match, we'll show you by turning the column red. Choose the closest field name or create a custom field. Any unmatched columns won't be imported into your account.

You can create a custom field by choosing "Create New Custom Field" from the drop-down. Then just type in the name.

> These are Constant Contact's column headers.

> These are your spreadsheet's column headers.

> Use the arrow to tab over and see all of your columns!

Match field names
Step 2 of 3

Continue

Now let's match the columns in your file with Constant Contact field names.

3 unmatched columns.

Preview (*5 of 6 contacts shown*, 7 columns total)

Email address ▾	First name ▾	Last name ▾	Date Subscribed ▾	Select a field ▾
Matched	Matched	Matched	Matched	Unmatched
A	B	C	D	E
Email	First Name	Last Name	Date Subscribed	Class
example@example.com	Mary	Smith	5/15/2016	Bikram
example1@example.com	Jonathan	Gregory	2/3/2015	Bikram
example2@example.com	Nathan	Brex	8/9/2015	Asana
example3@example.com	Harriet	Johnson	7/18/2012	All
example4@example.com	Greg	Mansfield	2/9/2010	All

File: Contacts.xlsx   Change

> When you're finished setting up your column headers, click **Continue**.

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Upload from a File

Now it's time to add these contacts to a list. By default, your account will have a General Interest list. However, you can create as many new lists as you need. Create different lists to better segment and focus your marketing efforts.

Click **Upload** when you're done.

Select lists
Step 3 of 3

Upload

Add these contacts to a list.

I have permission to email these contacts.

> Tag your contacts

🔍 Search lists

☐ Select all
☐ Espresso Fans Only
☐ Event Supporters (15)
☐ Fitness Classes (3)
☐ Massachusetts Contacts (1)

+ Create a new list

If you don't want to add your contacts to an existing list, create a new one by clicking "Create a new list".

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Import from Apps

If you've been collecting contacts in another program, bring them into your Constant Contact account quicklky with an app. You can easily sync your lists and keep them up-to-date. Click the **Integrations** tab and then choose an app to [download and install](#).

Integrations

Facebook Lead Ads Grow contacts	**Shopify** Connect your shop	**Office 365** `Connected`	**QuickBooks Online App** Import contacts
Outlook Desktop Import contacts	**Google** Import contacts	**Salesforce by Cazoomi** Import contacts	**WordPress Plugin** Sign-up Form
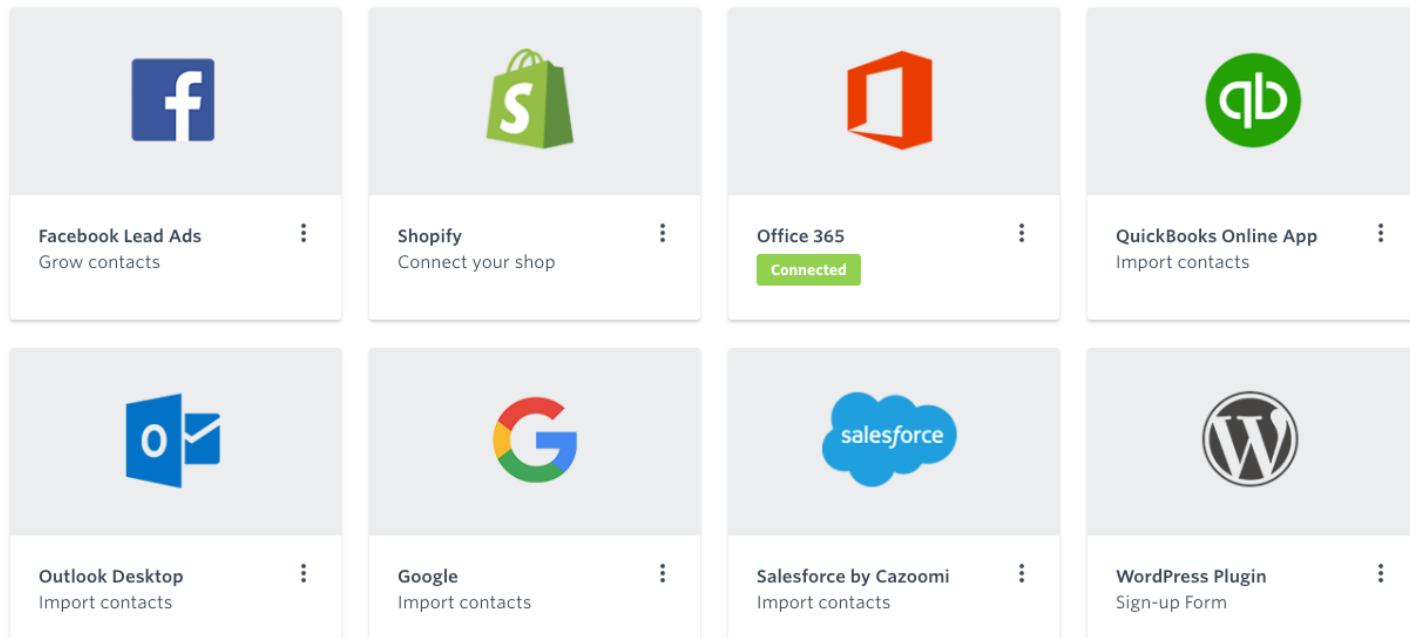
You can also bring your contacts over from an email program by downloading them into a spreadsheet, then uploading that spreadsheet into Constant Contact. We have instructions to follow for several popular email clients.

If you've used another email marketing service, we can help you move your contacts from there as well. Click any link below for instructions.

[MailChimp](#)   [iContact](#)   [GoDaddy](#)   [AWeber](#)   [Vertical Response](#)

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More Resources

Keeping your contact list healthy and growing is a big part of email marketing. Check out these additional resources when you're ready to learn more about Constant Contact.

Articles

Move Contacts to Different Lists   Add Back an Unsubscribed Contact

Advanced Contacts Search   Updating Contacts

Video Tutorials
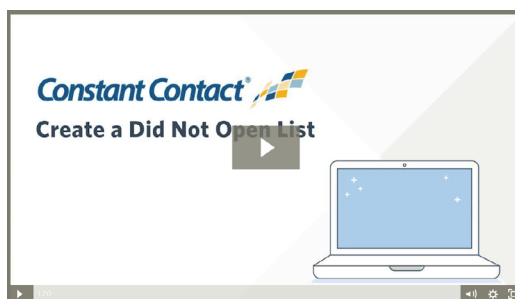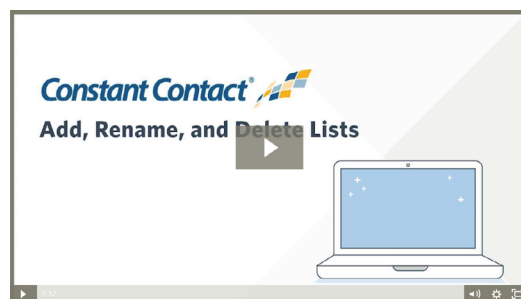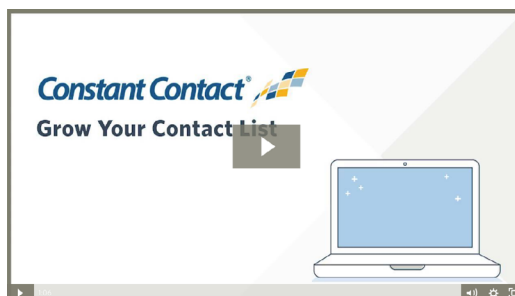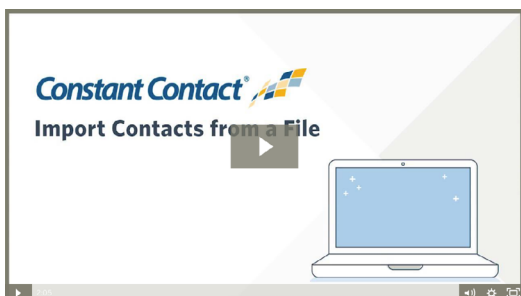
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Import Contacts from a File

Constant Contact®
Grow Your Contact List

Constant Contact®
Add, Rename, and Delete Lists

Constant Contact®
Create a Did Not Open List

Visit our **Knowledge Base** for more
How-To Articles, Tutorials, and Guides: **knowledgebase.constantcontact.com**

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Create, Customize & Send an Email

Getting your first email out the door is easy! This How-To Guide will walk you through the steps of creating and sending an email.

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Getting your first email out the door is easy with Constant Contact. This guide will walk you through creating, customizing, and sending an email to your contacts as well as show you the in-depth reports you'll have access to.

Select a Template
Choose from our wide selection of mobile-responsive templates.
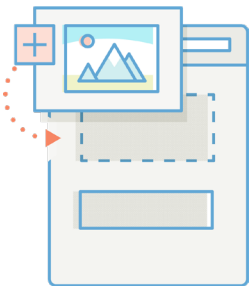
Customize the Template
Brand your email with your business' colors, fonts, and logos.
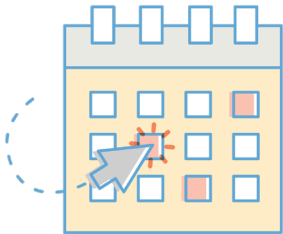
Schedule and Send
Send your email immediately or at a future date and time.

Check Your Results
Check out detailed reports that show how many people are engaging with your email.

Select a Template

When creating a new email campaign, the first step is choosing the right template. Browse all of our mobile-responsive options and customize them to match your brand.

Here's how to start:
- *Log into your account.*
- *Click the* **Create** *button.*
- *Click* **Email***.*

Scroll through the template options and select one that works for you. Every template can be completely customized.

Use Your Own Code
Create an email using your own HTML code.

Select a template

Brand Templates   </> Custom code   Import PDF to email

Recent   Standard

Start typing keywords here to search

Basic Newsletter

REDWOOD

Flash Special

SUPPORT A WORTHY CAUSE
Donate Today!

SUPPORT A WORTHY CAUSE
Donate Today!

Fundraiser

COMPANY NAME
Month XX, 20XX

Text Message

SUMMER SAVINGS

COMPANY LOGO

Brickyard
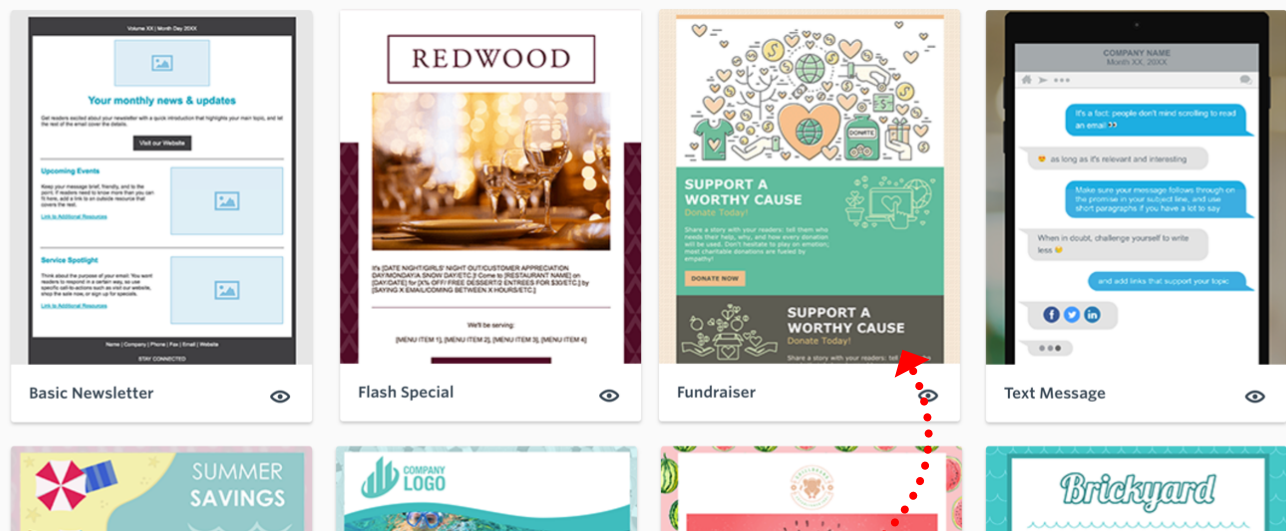
Once you've found the template you want, just click on it to select it!

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Customize the Template

Templates are made up of different block types that you can drag anywhere in your email. Take a moment to get familiar with the email editor below.

Build, Images, and Design
These tabs are where you can start customizing. Drag blocks into your template, add images, or change the colors.

Untitled Campaign Created 2018/07/ ✏

🖫 Save   ↺ Undo   ↻ Redo   Check for errors   Preview   Continue

| Build | Images | Design |

From: Hearts & Tails <nancy@heartsandtails.com>
Reply: nancy@heartsandtails.com
Subject: **Lend a helping hand.**
Preheader: **Here's your opportunity to support a worthy cause.**

Image   Text   Button

Divider   Spacer   More

Action Blocks Plus

Shopify   RSVP   Poll

Donation

Layouts

SUPPORT A WORTHY CAUSE
Donate Today!

Share a story with your readers: tell them who needs their help, why, and how every donation will be used. Don't hesitate to play on emotion; most charitable donations are fueled by empathy!

Action Blocks
These blocks inspire your readers to take action. There are a number of different action blocks available. Just drag one into your email to get started!

Customize the Template

Now that you've seen the full editor, let's go over editing blocks. Every block in your template can be edited by simply clicking on it.

Once you've clicked to edit, you can change the text type, size, color, alignment, and add links. You can even delete a text block entirely if you don't need it by clicking the **Trash Can** icon.
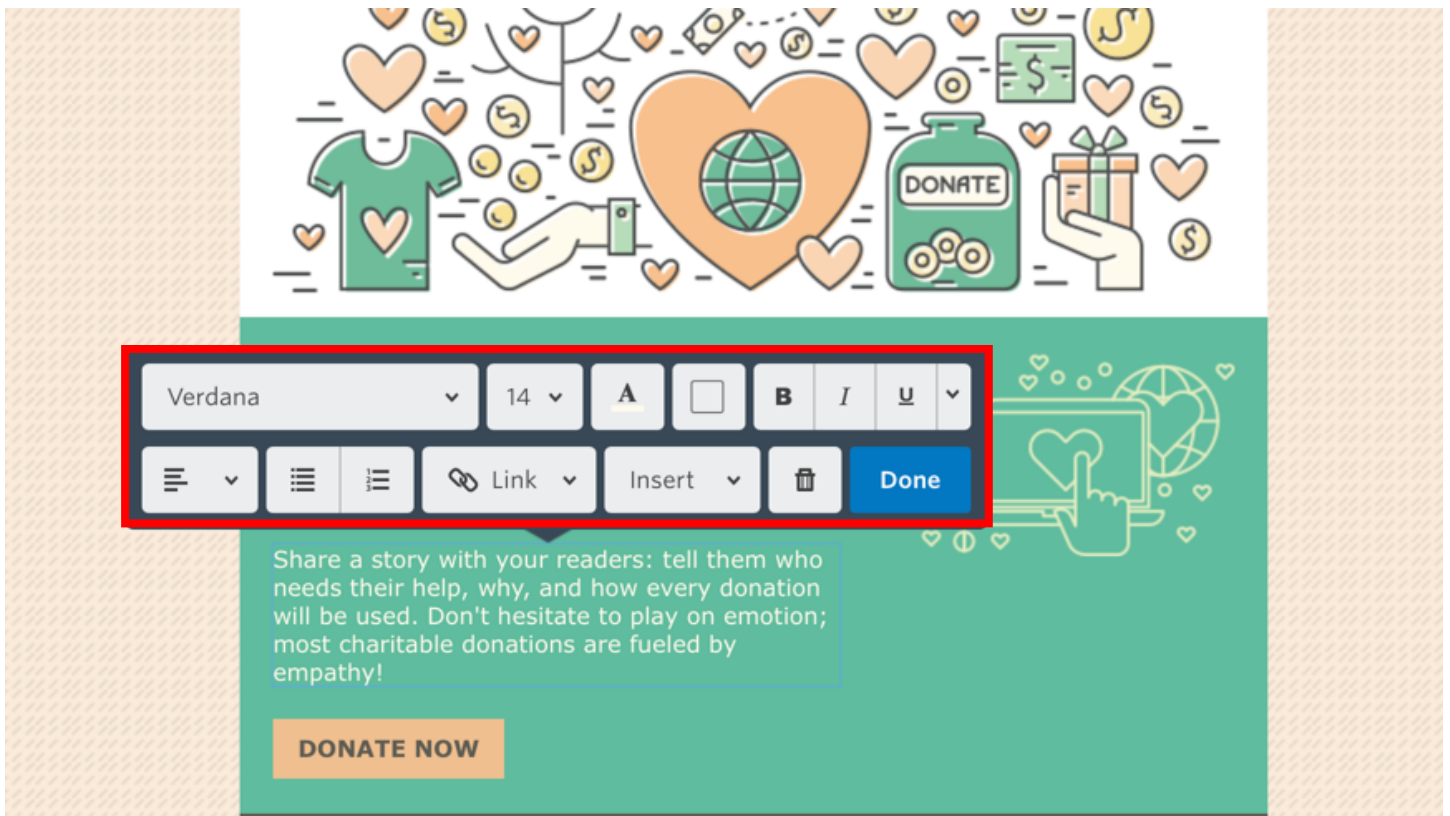
Your template can be further customized by changing the width of your columns.

Just drag the slider to adjust.
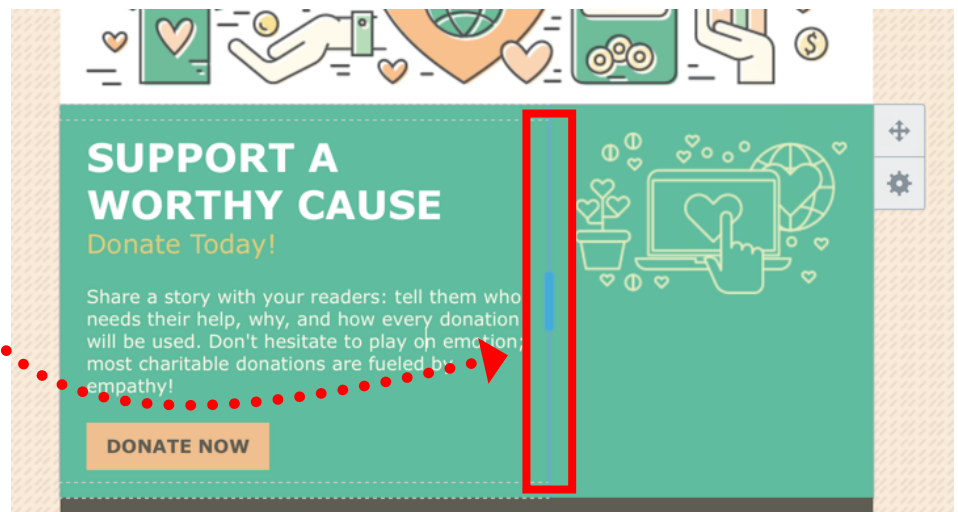
Schedule and Send

When you're finished editing your email, it's time to schedule it to send to your contacts! When scheduling your email, you can either schedule it to send immediately, or at a future date and time.

Just select your list, and then choose when to send!

Click the box next to the contact list you want to send to.

Then choose when to send your email. Choose either Send Now or Schedule for Later.

Check the box here to automatically resend your email to those who didn't open it the first time.

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Check Your Results

After your email has sent, your results will start rolling in! You can find all of your email data on the **Reporting** tab. The **Trend Overview** graph displays your results in a visual format.

However, if you're more interested in specific numbers rather than trends, scroll down to view your results on an email by email basis. Click any hyper-linked number to drill down into the specifics.

Place your mouse over the graph to see high-level results.
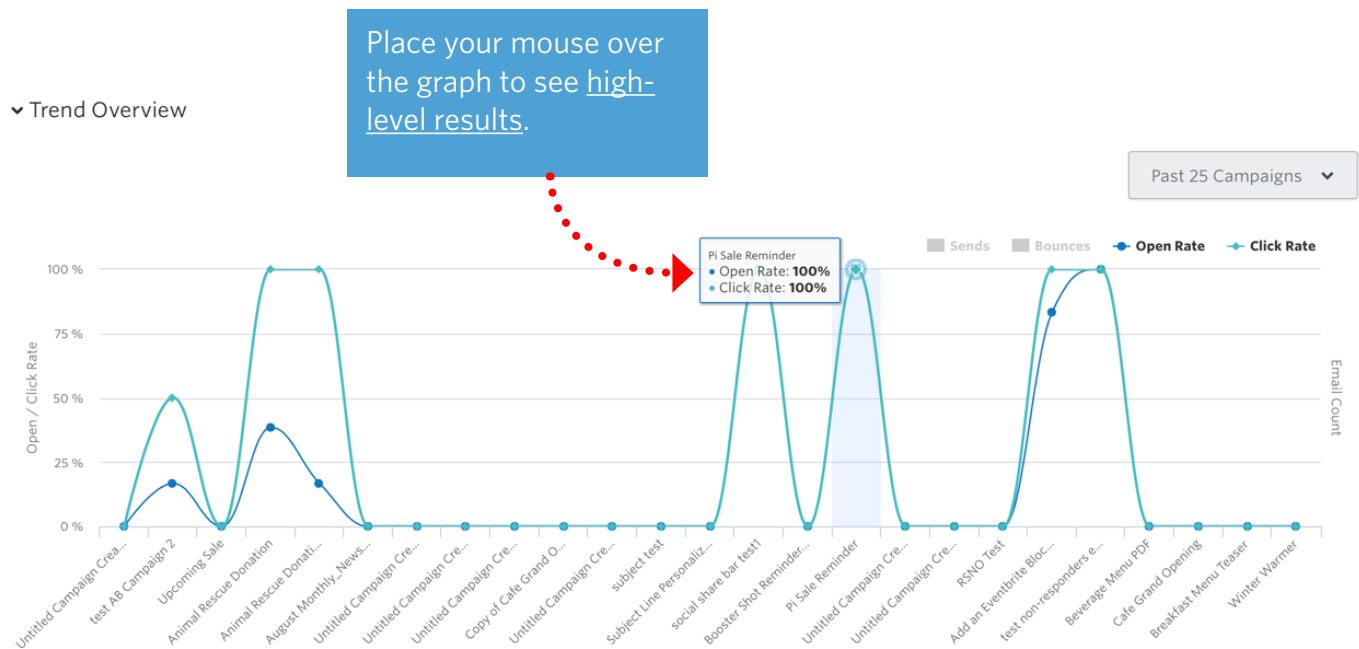
Select multiple campaigns and compare your results!

	Time Sent	Campaign Name	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
☐	Thu, Jun 21, 2018 12:20 PM	Winter Warmer	78	50% 35	0% 0	0% 0	0% 0
☐	Thu, Jun 21, 2018 11:15 AM	Breakfast Menu Teaser	56	30% 25	0% 0	0% 0	0% 0
☐	Thu, Jun 21, 2018 11:14 AM	Cafe Grand Opening	30	20% 13	0% 0	0% 0	0% 0
☐	Thu, Jun 21, 2018 11:14 AM	Beverage Menu PDF	1	0% 0	0% 0	0% 0	0% 0

More Resources

Your email can be as basic or complex as you want. The most important thing is to get it sent to your contacts! Check out these additional How-To's when you're ready to learn more about using Constant Contact.

Articles

Insert a Video Link

Insert and Customize a Button

Create Columns

Adjust Image Padding

Create a New Welcome Email
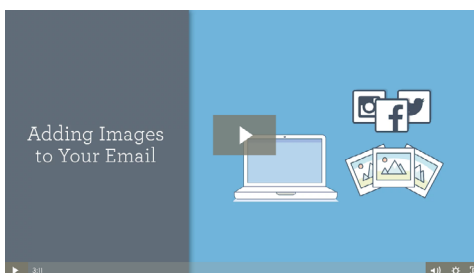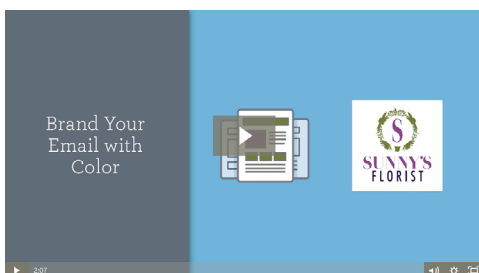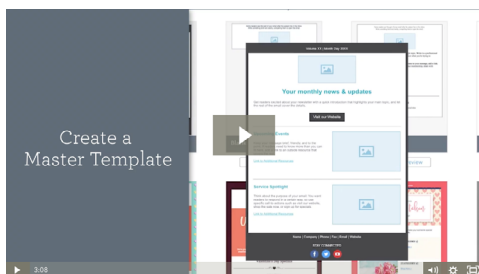
Create Automated Emails

Arrange Blocks and Layouts

Using Custom HTML Code

Video Tutorials

Create a Master Template

Insert Social Media Icons in Your Email

Brand Your Email with Color

Adding Images to Your Email

Visit our **Knowledge Base** for more
How-To Articles, Tutorials, and Guides: **knowledgebase.constantcontact.com**

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