

Reach Out and Touch Someone

Roving Software – *Constant Contact*

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It's a known fact that small business owners wear numerous hats. In addition to being accountants, insurance brokers and copywriters, they also have to be marketing managers. So, it's a good thing for them that Roving Software introduced Constant Contact.

Roving regards their product as "The Email Marketing Manager for Small Business" and boy, do they deliver. In actuality, Constant Contact is three products rolled into one; an email list builder, newsletter and promotional assistant and an email campaign manager.

Constant Contact is a web-based tool that utilizes a secure log in process (your coveted mailing list is safe) and requires no installation of software (saves space on the good old hard drive). Roving Software developed Constant Contact to assist small businesses with creating email campaigns. It manages the client-outreach process from developing and growing your mailing list to mining the data from the results reporting tool.

And the price can't be beat. Let's say your mailing list has between 51 and 250 subscribers. You pay just \$10 per month! That's it. No strings. No tricks. No hassles. No fine print. But, wait, there's more!

Let's take a closer look at some of the more helpful functions of Constant Contact.

Constant Contact helps you to send email newsletters and promotions, automatically collect email addresses from your web site and increase traffic to your site by using your newsletters and promotional campaigns as catalysts. Set up is a breeze and it allows you to import and export mailing lists, check your subscriber statistics and track promotion results. Constant Contact also provides you with a subscription form to add to your web site. You can even assign an interest category for each subscriber. Constant Contact is fully customizable, which means your branding is always hard at work. Campaign set-ups are very easy, starting with templates ranging from newsletters to new product announcements. The handy suggestions from the content wizard are helpful without being annoying. There are even seasonal and holiday templates from which to choose. And, Constant Contact doesn't stop there. It keeps you informed as to how your email campaigns are doing, how many subscribers you have and what your click-through rate is. All this and free support!

The only two drawbacks were: 1) The Constant Contact tool automatically sends subscribers HTML email simply because their email client supports HTML email, even if they choose text-only email, 2) Currently, technical support for the product is only available through email.

My overall impression is that this is a viable tool that any small business should try out. And with a free trial and free use of the product, if your mailing list is under 51 people, there's nothing to lose.

System requirements: Internet connection, and Web browser.

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