

Why Constant Contact?

People come to us because...



1. We are the **experts in Small Business Marketing** and work to make all of our customers experts too. The level and quality of our award winning support, education and KnowHow that we provide cannot be found at any other company. Between our local success teams, customized and individual coaching available 7 days per week, and expansive knowledge base – we set ALL of our customer up for success. What support will you get with them?



2. We do **MORE than just email**. Constant Contact has a variety of tools and services to take your marketing beyond the inbox, making you look professional everywhere; from autoresponders to birthday triggers to event management to social media marketing, you can now do your online marketing from one easy-to-use product.






3. We offer tools to engage and **grow your list** far beyond what other companies provide. Capture contacts easily, anywhere they are, with our proprietary “join-my-mailing-list” tools for Web and social media, Text-to-Join tools, iPad apps and more. What are the other companies providing?

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Who is MailChimp?	<p>“MailChimp is a small company with less than 150,000 paying users. They tend to lead with humor and cater to a very tech-savvy audience. With limited support and an integration heavy platform, they leave their customers with a lot of unanswered questions.</p>
Creating FUD Fear Uncertainty Doubt	<ul style="list-style-type: none">• Little to no support• Deliverability is inconsistent and not as strong at Constant Contact• Often considered much more difficult to use than Constant Contact
Still Not Convinced?	<ul style="list-style-type: none">• Constant Contact has had higher year over year growth• While they claim to have more users, only 145,000 are actually paying customers.• We are focused on Small Business and Nonprofits. We understand your world and push to make it easier. MailChimp does not focus on SMB's and Nonprofits!• We don't limit your success and wont limit how many people you can send to at once. They do!

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 Customer Statements	 Redirect Questions	 Information to Gain and Power Statements
Feature Comparison	What features are important for you within MailChimp to make them an option?	<p><i>What do they really need or claim to need? Are they aware the majority of their features are only available through an integration?</i></p> <ul style="list-style-type: none"> • “Only Constant Contact gives you the all in one platform that you wont find with MailChimp.” • “With minimal support and a weaker feature set – are you comfortable doing all you want to do on your own?”
Price Comparison	Is cost really more important than support and access to the most important marketing tools to grow your business?	<p><i>You get what you pay for – are they really aware of the complex nature of the MailChimp platform? Always consider your pre-pay options to reduce price sensitivity.</i></p> <ul style="list-style-type: none"> • “There is a difference between features and integrations. Is it worth having limited integration functionality with multiple account sign ins?” • “We don’t expect our customers to be experts, that is why we are here. Who will you call when you need help?”
FREE Comparison	Free is attractive, but are you aware free comes with no support and sending limitations?	<ul style="list-style-type: none"> • “Under 2,000 is free – and that comes with NO help. How will you grow your list and your business without experts working in your corner?” • “Are those limitations worth saving a few bucks and working with a primate?”