

# SMARTLINK for Constant Contact®

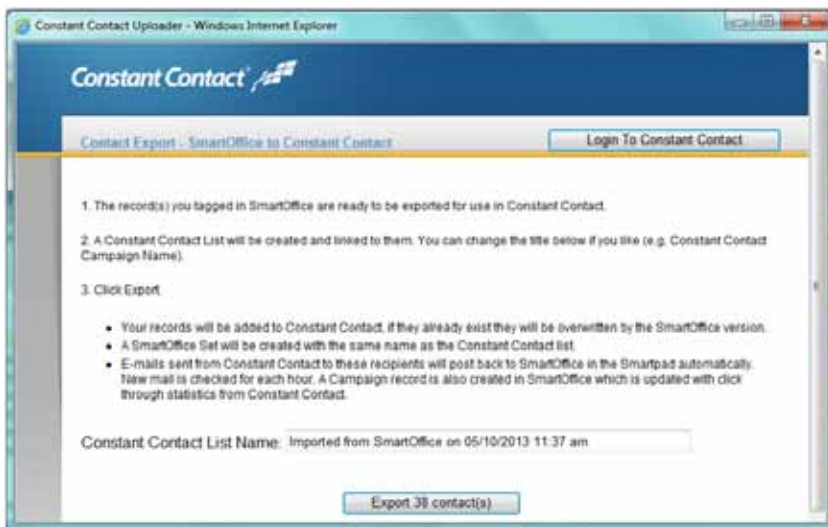


## Create and track Constant Contact email campaigns directly from SmartOffice

To achieve steady revenue growth, you need to keep clients and prospects engaged with your business and informed about products and services that can benefit them.

Email marketing is an effective way to build customer loyalty and awareness, and Email Marketing™ by Constant Contact® is a popular solution that more than 500,000 businesses rely on to create polished, professional email campaigns.

Now you can supercharge your marketing efforts by combining Constant Contact's tools with the comprehensive customer relationship management (CRM) features of SmartOffice®. Ebix has partnered with Constant Contact to create SmartLink for Constant Contact, a solution that seamlessly integrates both products into a powerful e-marketing platform.



When you're ready to export contact data from SmartOffice and create your campaign, SmartLink for Constant Contact presents you with clear, easy-to-follow instructions.

### Key Benefits

- Integrate SmartOffice with Constant Contact's Email Marketing solution.
- Launch email campaigns directly from SmartOffice.
- Leverage Constant Contact's templates to create visually captivating marketing messages.
- Retain and upsell current customers while generating new business.
- Track Constant Contact campaigns in SmartOffice using reports and dashboards.
- Track all marketing email messages in the SmartOffice SmartPad.

### Create Mailing Lists and Messages with Ease

SmartLink for Constant Contact makes managing and tracking email campaigns from SmartOffice convenient and hassle-free. One major benefit of this solution is that it takes advantage of SmartOffice workflows that are already familiar to you.

To get started, you simply use SmartOffice's search, filtering and reporting capabilities

to create a list of clients or prospects that you want to target. From that list, you then use a single command to open Email Marketing and automatically upload the contacts to that system.

Now you're ready to design your campaign using Constant Contact's intuitive drag-and-drop editing features and eye-catching templates, which include social media tools. Customize your messages with your logo, images, colors, fonts and more to give your messages maximum impact. Then send those messages to your list of contacts.

## Flexible Campaign Management and Tracking

Once your messages are delivered, SmartLink for Constant Contact leverages SmartOffice's campaign management features to give you real-time insight into how that campaign is developing.

The contacts who received your marketing message are added automatically to a SmartOffice campaign record named after the corresponding campaign in Email Marketing. With a campaign established in SmartOffice, you can take advantage of SmartOffice's personalization tools and campaign tracking and reporting features.



Use SmartOffice dashboards for real-time tracking of data related to your Constant Contact campaigns, including numbers of email messages sent, clicks, spam reports, bounces and more.

For example, you can create a SmartOffice dashboard tab that tells you how contacts are responding to your Constant Contact-generated messages.

Use SmartOffice dashboards for real-time tracking of data related to your Constant Contact campaigns, including numbers of email messages sent, clicks, spam reports, bounces and more.

Finally, messages sent to contacts through Email Marketing are posted to each contact's SmartPad in SmartOffice, allowing you to track these communications the same way you track other important contact correspondence.

## Realize Your Sales Potential

Once you start conducting email marketing campaigns using SmartLink for Constant Contact, you'll appreciate how easily you can identify potential new business, develop upsell opportunities and turn prospects into paying customers using a consistent, intuitive workflow. Try this winning solution today—and take your marketing efforts to the next level.