

Email Marketing with Constant Contact®

The return and cost effectiveness of email marketing combines with ClearView's core donor database for a powerful way to reach current and potential donors. Constant Contact integrates with the ClearView CRM system, so you can easily plan, execute and manage email marketing programs to effectively grow relationships with your most important audiences.

Create high-powered email campaigns to effectively reach donors.

- Build highly targeted mailing lists for dozens or thousands by segmenting the donor database for the appropriate audience for your communication
- Easily create branded, professional-looking email with Constant Contact's customizable design templates
- Send mailing lists directly to Constant Contact for mailing--no syncing required
- Generate automatic personalized acknowledgement emails

Track and boost your campaigns' response rates.

- Create customized web pages that work with your emails
- Find out who received and opened your email, clicked through to your site and which addresses bounced back
- Constant Contact instantly updates donor mail records in the core donor database—no manual correction or system synchronization needed.
- Generate comprehensive multichannel campaign response results reports

Stay compliant.

- Use Constant Contact to analyze emails to make sure they obey FCC laws and stay out of spam filters
- Ensure emails read well no matter which email program recipients use

Related ClearView CRM Tools

- Online giving
- Direct Mail Marketing
- Event Management
- Reporting and Analytics
- Volunteer Tracking

For more information, contact SofTrek at 800.442.9211 or sbirnbaum@softrek.com.