Constant Contact Launches One-Click Tools to Track the Social Reach of Email Campaigns

WALTHAM, Mass. -- (BUSINESS WIRE) -- Constant Contact®, Inc. has integrated new features into its email marketing tool that allow customers to easily track and monitor their social media marketing reach. Social Stats™ gives customers a quick, clear snapshot of where their emails have been shared socially, with what frequency, and to what degree of success — taking the guesswork out of social media marketing.

Social Stats tracks Facebook® Likes and Shares, Twitter™ tweets, and LinkedIn posts — along with the number of additional email page views generated through social media channels — to help small businesses determine campaign value, reach, and effectiveness with a single click.

"One of the biggest pain points for small businesses is how to easily monitor the reach and effectiveness of social media marketing," said Mark Schmulen, general manager of social media for Constant Contact. "They have questions about which social sites are best for their business, how many people are sharing their emails, and whether their content resonates. Social Stats from Constant Contact provides the answers in one click."

Part of Constant Contact's integrated small business marketing tool set, Social Stats gives small businesses easy access to social media analytics right from their email details page, with an easy-to-read, graphical breakdown that shows how much "buzz" their email campaigns are generating on social sharing sites.

After sending an email campaign, Constant Contact customers simply go to their email details page to view their new social share data, along with their existing email open rate and click-through data.

"The addition of Social Stats makes Constant Contact the only email marketing provider to offer a truly comprehensive set of social media monitoring tools designed especially for small businesses," said Schmulen. "Using Constant Contact tools, our customers and their subscribers can easily share campaigns through social channels. Now, we're also making it easy for them to track and evaluate their campaign reach through social media channels."

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