



 **Constant Contact**

# The Ultimate Multi-Account Email Marketing Buyer's Guide

Reaching customers and supporters, building loyalty, and driving results are key for any successful business. For large organizations with numerous locations and departments like higher education institutions, real estate brokerages, hospitals, school districts, local governments, and more, they must balance these goals with the challenge of maintaining a consistent, strong brand. Using the right email marketing tools can help multi-account businesses achieve these goals for their locations or departments.

But it can be difficult to navigate the process of choosing a tool that meets your unique business needs and enables your business to maintain brand consistency and achieve marketing success.

From assessing your digital marketing goals and evaluating key software features to understanding multi-location marketing needs and implementation factors, we'll cover everything you need to know to make an informed decision on the best email marketing platform for you and your dispersed organization.

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# Understanding Your Email Marketing Needs

Choosing the right email marketing tool begins with identifying your marketing needs as an organization and ensuring any tool you use meets those needs. Then, you should evaluate the specific features that help to support each location or department and, in turn, the organization as a whole. **Here are five top needs to consider:**

## 1 Communication goals

Depending on your organization's maturity and growth trajectory, your communication goals might be anything from boosting sales and enhancing customer loyalty, or simply building brand awareness. Regardless, your unique goals will shape the features you need. Clear goals ensure your marketing efforts are focused and effective.

## 2 Organization complexity

Based on your business model or size, you might need to consider what level of complexity and control will be best for your business. Ask yourself if your business would benefit more from a solution that's simple and streamlined for ease of management, or if you need something more robust to help manage and personalize campaigns across departments or locations.

## 3 Organization brand needs

For some organizations, brand consistency is vital. For others, the value of flexibility is necessary for success. Before choosing your email marketing tool, evaluate how you want your organization's brand to be perceived by your target audience and how you want all locations or departments to present the brand to their subset of the organization's audiences. Knowing how much or how little you want to allow your organization to manage its own email marketing will help you decide on the level of brand management email marketing features you need as an organization.

## 4 Business efficiency

AI and automation tools will make your organization run efficiently and save you time with your digital marketing efforts. Look for tools that offer generative AI and automated workflows, such as welcome series, abandoned cart reminders, and birthday emails.

## 5 Email personalization

Consider platforms that allow you to segment your audience and send personalized emails based on customer behavior and preferences. Personalized emails can lead to higher open rates and better engagement, making your marketing efforts more effective.

It's important not only to understand your own personalization opportunities and needs but those of your departments or locations, as well. You may be looking for a tool that allows you to send emails on behalf of your departments or locations with limited personalized elements, or you may want to create a branded template with customizable sections that allow them the opportunity to target their audience, or a mix of both.

# Evaluating Email Marketing Features

When evaluating email marketing tools, businesses with multiple locations or entities should prioritize those that offer email marketing features that help them get their marketing done easily, with time left to focus on growing and managing the organization. The tool should help save time, ensure a consistent look and feel across all business locations, and give them visibility into marketing efforts across the whole business.

## Get in the inbox with recognizable branding and messaging

### Email templates

Customizable email templates ensure that each email reflects your brand's unique identity, making it instantly recognizable to customers. This consistency is crucial for building trust and fostering brand loyalty.

Businesses with multiple locations or departments should consider email marketing tools that have a variety of templates that include themes like welcome emails, seasonal and holiday, sales and promos, etc. Using email templates will keep each email looking professional, cut down on design time, and reduce the incidence of errors in the inbox.

### Mobile-ready design

With 4.88 billion smartphone users across the globe, marketing for mobile is critical for multi-account businesses. Look for a tool with mobile-responsive templates right out of the box, which ensures your emails look great on any screen size. This ensures a consistent, positive user experience and helps to boost reader engagement.

\*Source: [Priori Data](#)

### Drag-and-drop email editor

The design process in your selected email tool should be intuitive, regardless of the user's level of design expertise. Drag-and-drop design can help to streamline the email creation process and keep things simple. No matter how technical you or your department or locations are, a user-friendly design experience ensures you can create professional emails efficiently and painlessly.

### Dynamic content

Subscribers expect marketing to feel relevant and valuable to them specifically, making personalization an important must-have for any digital marketing tool. Add or hide content for specific customers in one email using an email marketing tool that has a dynamic content feature in its email editor. When you create an email, add or hide dynamic content blocks based on details your email subscribers share with you, like their location, favorite products, or birthday.



## Customer Spotlight

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If people start mucking around with the brand and just adding on little bits of this and that, then it very quickly becomes dissipated. That control that we have around our brand, on our communications, because we're part of the [multiaccount] structure, we're able to be much more consistent about it.

– Marcus King, CEO,  
House of Colour  
International

# Evaluating Email Marketing Features (cont.)

## Get more done faster

### AI features

AI tools can enhance your digital marketing efforts by giving you a good start on creating a campaign or what to write in your emails. Share your marketing idea in the AI tools prompt field and create content in seconds. Taking advantage of AI-driven features can help you and your departments or locations create more effective and engaging campaigns and emails, leading to higher open rates and conversions. It can also provide valuable insights to improve future campaigns.

### Automation

Automation ensures you are sending timely and relevant emails to customers. You can connect with customers and increase your revenue with communications like a welcome series, abandoned cart reminders, and special offers. This increases engagement and helps build a stronger relationship with your audience, without the effort of manually sending each email.

### Integrations

Integrations with other business tools you use, such as CRM systems, design software, and social media platforms, can greatly enhance the functionality of your email marketing tool. Seamless integration ensures that your marketing efforts are cohesive and efficient, allowing you to manage multiple channels from one central hub.

### Email list-building tools

The backbone of your email marketing is your subscriber list, so it's critical to choose a tool that empowers you to build and optimize your list of contacts. Tools like signup forms, surveys, customizable landing pages, and Google and social media ads are all critical to growing your subscriber database. Plus, integrations with eCommerce platforms, CRM software, and point-of-sale systems can help keep your list growing and your contacts up-to-date and accurate.

### Reporting tools

Finally, you'll need to know whether all these efforts and features are working for you. Look for easy-to-read, out-of-the-box reporting dashboards, as well as more advanced reporting capabilities like A/B testing, and heat map/click reporting to ensure you can track your progress and optimize for the best possible results.



# Managing Multiple Locations or Departments

If an email marketing tool has all the functionality you need to design, send, and automate emails, the next step is to understand how it enables your organization to do so, as well. Your selected email marketing tool should ideally have purpose-built features that make it easy to manage your organization's campaigns, branding, and reporting across all departments or location accounts under one "parent" account, while allowing every sub-account to create personalized campaigns for their specific audience.

## Keep your organization management simple with campaign management tools like:

### Branded templates

Ensure brand consistency by distributing pre-approved email templates with locked content across accounts.

### Campaign approval

Set approval flows for parent-level review and approval of organization campaigns and emails.

### Parent-level reporting

Get visibility into your sub-account owners campaign sends and performance, across the organization, or drill down into single organizations.

### Single Sign On (SSO)

Create a simple and secure login experience by using Single Sign On, enabling users to log into their marketing tool with their existing business credentials.

### Nested account organization

Nest accounts in cascading levels, allowing your large organization to manage sub-accounts at a corporate, regional, and local level, from all one place.

### Central send

Create and send emails on behalf of all your departments or locations from the parent level for things like organization-wide promotions and announcements, and other messaging relevant to all your organization's customers.

### Global unsubscribe

Ensure your unsubscribed contacts are unsubscribed from the organization's departments or locations of their choice with a global unsubscribe feature.

## Tying multi-account marketing together across channels

Use multichannel marketing to tie your organizations' marketing together across different marketing channels. In addition to email marketing, your tools should have additional features like SMS marketing and social media marketing to attract customers and drive the best results for your business. It's important to have marketing software that supports these other marketing channels to be able to manage scheduling social media posts, SMS messages, and email marketing efforts in one place.

# Implementation Factors to Consider

Beyond the email marketing tools and multi-account management features, there are several factors to consider regarding the technical implementation, sub-account owner adoption, and utilization of the tool that you should consider before making your final decision.

## Customer support

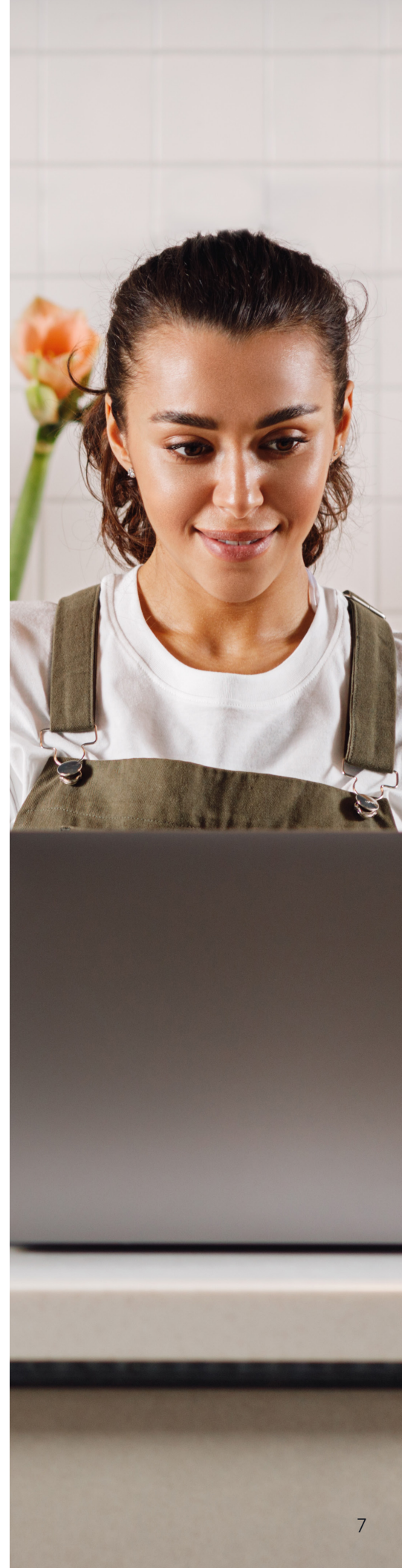
Reliable customer support is essential when selecting an email marketing tool. Both the parent account owner at your organization and the sub-account owner at the department or location specific level should have access to quick and effective assistance to resolve issues. Look for platforms offering dedicated support, as well as multiple support channels, such as live chat, phone, and email, to ensure you always have help when needed.

## Education

In order to get the most out of your email marketing tool, you should look for tools that offer ongoing educational resources to help communicate the value of the tool, and that help departments or locations create strategies and deploy them via the tool. Some educational resources that help both are things like onboarding webinars, comprehensive guides, step-by-step tutorials, topical best practice webinars, and user communities. These resources can help them understand best practices and advanced features, ensuring everyone is on the same page and using the tool to its fullest potential.

## Enablement

Ensuring your organization adopts and uses the tools you have invested in is critical, and any software you select for your organization should be a partner in this type of enablement. Consider a vendor that provides guidance about how to enable your multiple sub-account owners, as well as materials that you can, in turn, provide to them to help drive adoption and usage, and to get the most out of your investment.



# Technology Compatibility

Manage your organization simply by ensuring your email marketing tool is compatible with industry technical and security standards and compliant with tools you already use for your business.

## DKIM authorization


Use an email marketing tool that supports DKIM authorization for your organization's departments or locations. This helps verify the authenticity of your emails, reduce the risk of them being marked as spam, and improve deliverability rates.

## Single Sign-On

Single sign-on (SSO) can simplify the login process for organizations and the departments or locations, allowing you and your users to access your digital marketing tools with your existing business credentials. This feature provides security, saves time and reduces the hassle of managing multiple accounts and passwords.


## Integrations and API capabilities

Integrations and API capabilities make creating and managing your email marketing campaigns easier. Check which integrations are available and ensure that the API allows you to connect your existing business tools.

 For example, integrating a Customer Relationship Management (CRM) platform like Salesforce with your email marketing tool allows you to access information about your email subscribers' website activity and purchase history by providing up-to-date customer data to power email personalization and list growth. Like syncing data on lead scores, custom fields, marketing events, and more. Or a Canva integration with your email marketing tool allows you to pull designs and images you created in Canva and drop them into your email template.

## Custom billing and discounts

Custom billing options can simplify financial management for your organization. Look for tools that offer commercial pricing and discounts for bulk subscriptions, which will allow you to address the needs of a broad department or location base, and scale as your organization scales.

 A single bill can streamline your accounting processes and make it easier to manage payments and see ROI across multiple departments or locations.



# Why Consider Constant Contact Teams for Your Organization

With Constant Contact, you can get everything you need to manage your organization. Our email marketing features, brand control and multi-location organization management capabilities, integrations, AI features, and more ensure you get the most out of your multi-account system.

## Must-have email marketing features for multi-account departments or locations

### Email templates

Choose from 200+ customizable templates for every occasion and business need.

### Drag and drop design

Effortlessly add design elements like text boxes, image boxes, buttons, RSVP blocks, and more by selecting the element and dropping it into your email.

### Social media marketing

Expand your marketing reach by connecting your Facebook, Instagram, and LinkedIn profiles in Constant Contact so you can generate content, schedule posts, and grow your audience, all in one place.

### AI

Keep your marketing fresh with the help of an AI-powered multichannel campaign builder, email social media/SMS content generator, and BrandKit features that create effective campaigns and branded marketing content for you.

### Integrations

Native integrations with the tools you already use, like Canva, Vimeo, Salesforce, Gmail, Shopify, WooCommerce and more can simplify your marketing, streamline your customer data, and superpower your outreach. Or, power your marketing with custom integrations with the specific tools your organization already uses.

### Mobile-ready templates

Reach your customers at their desk or on-the-go with mobile-ready templates right out of the box.

### List-building tools

Quickly build your email list with tools like customizable landing pages, web sign-up forms, Google ads, and social media ads.

### Automation

Reach customers at the right time with relevant content using pre-built automations like welcome series, birthday emails, and abandoned cart emails, or build your own automations using your own defined criteria.

### SMS

Reach your customers wherever they are with text message marketing - all within the same platform and with the same great features, including AI content generation, campaign generation, automation, and more.

# Why Consider Constant Contact Teams for Your Organization (cont.)

## Tools for multi-account organizations and teams

### Automation sharing

Create one automation and launch it to your departments or locations accounts for them to employ in their own market.

### Global unsubscribe

Ensure your unsubscribed contacts are unsubscribed from all organization departments or locations lists with a one-click, global unsubscribe feature.

### Nested account organization

Organize your sub-accounts to align with your organization, whether by brand, geography, or industry to ensure the right people have the right access.

### Locked content

Strike the ultimate balance between corporate brand control and local flexibility with the ability to lock selected email content and branding elements within an email. Teams can customize as much – or as little – as you choose.

### Central send

Drive traffic and boost your teams' brands by creating and sending targeted, large-scale communications through your organization accounts to their local markets while incorporating local contact information, social, weblinks, images, and logos.

### Single Sign On (SSO)

Simplify the login process for your users by allowing them to use their existing login credentials to access their account.

### Campaign approval

Effortlessly review, provide feedback for, and approve teams' emails before they're scheduled, ensuring brand adherence and best practices.

### Branded templates and campaigns

Create and share branded email campaigns and templates so each team can create their own messaging while keeping your brand consistent and recognizable.

### Partner reporting

Easily download reports, campaign data, and marketing insights – either by sub-account or in aggregate – and efficiently manage account data with one click.

# Why Consider Constant Contact Teams for Your Organization (cont.)

Features and support to drive adoption among departments or locations

## Free ongoing education

Organizations and teams can expand their knowledge of marketing best practices and Constant Contact tools and features with free webinars, guides, and expert blogs, along with a comprehensive knowledge base.

## Personalized onboarding

Free, personalized onboarding, including training and ongoing phone and email support, helps your teams to get up and running smoothly. This process ensures organizations and teams are well-equipped to maximize use of the tool and return on investment.

## User-friendly tools

Implement a user-friendly and intuitive interface for teams at any level of technical expertise. The drag-and-drop editor, professionally designed email templates, and design tool integrations simplify the email creation process, allowing teams to produce professional-looking emails quickly and efficiently.

## Partner Portal

The Constant Contact Partner Portal is a valuable resource for multi-account businesses, offering additional tools and support. It provides a centralized hub for managing multiple locations, accessing training modules, and staying updated on the latest features. This portal enhances collaboration and efficiency within your multi-account system.

## Free community membership

Connect in forums dedicated to multi-account businesses and other business owners and hear from our marketing experts.

## Free dedicated support

Our Partner Support team is ready to assist organizations and teams by phone or chat when you need help or have questions about your account and its features.

## Co-branded sales enablement resources

Co-branded, customizable sales enablement resources help to increase departments and locations' adoption, further local marketing efforts, and encourage marketing best practices across all locations and communications.

## Partner DKIM authorization

Use DKIM authorization to your advantage by using a single domain for organization and team accounts. This is crucial for verifying the authenticity of emails sent from your organization's locations and helps reduce the risk of emails being marked as spam. This helps to ensure higher deliverability rates and maintain a positive brand image.

# Empowering Your Teams with Constant Contact

Constant Contact Teams simplifies digital marketing for multi-location businesses with an all-in-one platform for email, social, landing pages, and more. Whether you're an emerging brand or an established system, you decide how much control to maintain at the top while giving teams flexibility for departmental or location-specific marketing success.

[Learn more](#)

