

Getting started

Checklist for Retail

Drive more sales from new and existing customers with our Retail Getting Started Checklist. Here, you'll find tools, educational resources, and sales strategies designed specifically for our retail customers. Get started below with a step-by-step plan on how to reach your goals and the education to help you along the way.

What are your plans to sell online?

- [No plans to sell online](#)
 - [New to online sales with or without offline sales](#)
 - [Established online sales with or without offline sales](#)
-

Offline Only Seller

Step 1: Drive sales with existing customers through email



Build a Branded Email Template

Establish a memorable brand that customers can easily identify with our wide selection of eye-catching Retail templates. You can create three core emails that can be copied and reused for future email campaigns, announcements, promotions, and updates.

- [Create a Master Template](#)
- [Create and Send Professional Emails](#)



Import Contacts

Add customers' email addresses into your account by uploading a list or using one of our many integrations to tools like Shopify, WooCommerce, BigCommerce, Etsy, PayPal, Magento, and Shopkeep.

- [Add Contacts to your Account](#)

Grow your Customer List

From adding Text-to-Join codes on your in-store receipts to sign-up forms on social channels, there are lots of ways to entice customers to sign up for your email list.

- [Grow Your Contact List \(video\)](#)
- [The ultimate guide to growing your email list](#)

Create an Email

Add content to your reusable template you've created, like a showcase of new arrivals or your most popular products.

- [Create and send an email \(video\)](#)
- [A Retailer's guide to email marketing](#)

Send an Email

Hit send or schedule your email to go out, and select "resend to non-openers" so it will automatically be sent to people who did not open the first time you sent

- [Schedule and send an email](#)

View Reporting

See how your emails and landing page are performing, who is opening and clicking through emails, and what content generates the most customer engagement.

- [How To Know If Your Email Is Successful](#)
- [How To Measure Email Marketing Beyond Opens And Clicks](#)

Step 2: Get new customers with an online listing and online ads. Drive sales with existing customers through email.

Run Social Ads

Build awareness with your target audience and drive traffic to your store and website with our streamlined version of Facebook and Instagram Ads that can feature your products, promotions, business information, and more.

- [Best Practices for Using Facebook and Instagram Ads](#)
- [How to Sell on Instagram](#)
- [Social Media Marketing for Retail](#)



Run Google Ads

Get found by people who are actively searching for your products (i.e. local jewelry store) with our streamlined version of Google Ads.

- [Drive Traffic to your Website with a Google Ad Campaign](#)
- [Google Ads for Small Businesses](#)



Connect your Google My Business Listing

Get found by people who are actively searching for businesses like yours with our streamlined version of Google My Business listings.

- [Manage your Google My Business Account](#)
- [How to Optimize Google my Business](#)



Send a Promotional Email

Drive engagement and sales by sending customers an email with a special offer or promotion.

- [How to Write a Promotional Email](#)

Step 3: Drive more sales from existing customers with email and social media posting



Send a Promotional Email

Send out an email that requests customer-generated content to feature in upcoming emails.

- [How to Write a Promotional Email](#)



Create your Social Presence

Set up profiles for your business on Facebook, Instagram, LinkedIn, and Twitter so you can further engage your customers and gain visibility among their connections.

- [Connect your Social Media Accounts to Social Share](#)
- [Social Media Marketing for Retail](#)



Create a Social Post

Expand your reach and capture new leads by creating and scheduling social media posts across channels—right from your Constant Contact account.

- [Create and Schedule a Social Media Post](#)
- [Social Media Marketing for Retail](#)

Step 4: Continue to drive sales through email, social, and ads while learning and optimizing to reach your goals faster



Build out your future campaigns with the Marketing Calendar

Save time and plan ahead with our Marketing Calendar. Not sure where to start? Check out our full year's worth of content ideas.

- [Tutorial: Using the Marketing Calendar](#)
- [2021 Retail Calendar with Marketing Ideas](#)



View Reporting

Analyze the data from your past performance and use your new customer insights to optimize your email campaigns, social and Google ads, and more.

- [Compare Reporting Stats for Multiple Emails](#)



Implement Click Segmentation

Increase opens and clicks using click segmentation to automatically segment your customers based on their interests.

- [Using Click Segmentation in an Email](#)
- [What is Click Segmentation?](#)
- [Using Marketing Segmentation](#)



Increase your open rate with A/B Subject Line Testing

Maximize your open rates by sending two different subject lines to a percentage of your target audience and letting the system automatically send the winner to the remainder of your contact list.

- [Subject Line A/B Testing](#)
- [What is A/B Testing?](#)



Create a recurring Birthday Email

Make your customers feel special on their birthday with an email that includes a free gift or discount.

- [Create a Recurring Birthday Email](#)
- [How to Harness the Power of Automated Birthday Emails](#)



Send an Email

Send an email outreach that leverages pictures or videos provided by your customers and ask for reviews on Google, Facebook, and more.

- [A Retailer's Guide to Email Marketing](#)
- [How to Use Email to Get More Online Reviews](#)



Create a Social Post

Use the email you sent to build out and schedule social media posts for all four channels at once.

- [Create and Schedule a Social Media Post](#)
- [Social Media Marketing For Retail](#)



Run a Social Ad

Build awareness among your target customers and drive traffic to your store and website with our streamlined version of Facebook and Instagram Ads that can feature your business, your products, offers, and more.

- [Best Practices For Using Facebook And Instagram Ads To Promote Your Organization](#)
- [How To Sell On Instagram](#)

Step 5: Leverage more ways to engage your customers, drive sales, and reach your goals faster



Send Out a Poll or Survey

Get real-time insights into your customers' interests, preferences, and more by sending out a Poll or Survey.

- [Create a Rating Email with a Poll Block](#)
- [How to Write Good Survey Questions](#)



Try our Mobile App

Use our Mobile App to check reporting, add new email addresses, send out social posts, and upload and edit images on the go.

- [Create an Email Campaign on Mobile and Desktop](#)

New Online Seller

Step 1: Drive Sales with existing customers through email and online shopping

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- [Ultimate Guide to Growing your Email List](#)

Create an Email

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- [A Retailer's Guide to Email Marketing](#)

Send an Email

Schedule emails to go out on a specific day or time, and select "resend to non-openers" to automatically resend to contacts that didn't open an email the first time it was sent.

- [Schedule and Send an Email](#)

Create a Shoppable Landing Page

Create a shoppable landing page where people can buy your products online for delivery or in-store pickup.

- [Tutorial: Create a Shoppable Landing Page](#)
- [Use Shoppable Landing Pages to Start Selling Online Quickly](#)

Online Store Integration

Integrate your online store with your Constant Contact account so you can drag and drop products easily into your emails, and use customer data to optimize content.

- [How to Set Up an Online Store](#)

View Reporting

See how your emails and landing page are performing, who is opening and clicking through emails, and what content generates the most customer engagement.

- [How To Know If Your Email Is Successful](#)
- [How To Measure Email Marketing Beyond Opens And Clicks](#)

Step 2: Get new customers with a website, online listing, and online ads

Build an Online Store

If your current site needs an update, create a professional, mobile-responsive website in minutes so you can get found online, enable online purchases, and grow your customer list.

- [Create an Online Store and Connect to a Shoppable Landing Page](#)
- [How to Set Up an Online Store](#)

Run Social Ads

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Run Google Ads

Get found by people who are actively searching for your products (i.e. local jewelry store) with our streamlined version of Google Ads.

- [Create a Digital Ad Campaign on Google to Drive Traffic to your Website](#)
- [Google Ads for Small Businesses](#)



Connect your Google My Business Listing

Get found by people who are actively searching for your products with our streamlined version of Google My Business listings.

- [Manage your Google my Business Account](#)
- [How to Optimize Google my Business](#)

Step 3: Drive more sales from existing customers with email and social media posting



Send a Promotional Email

Send out an email that invites customer-generated content to feature in upcoming emails.

- [How to Write a Promotional Email](#)



Create your Social Presence

Set up profiles for your business on Facebook, Instagram, LinkedIn, and Twitter so you can further engage your customers and gain visibility among their connections.

- [Connect your Social Media Accounts to Social Share](#)
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Create a Social Post

Create and schedule social media posts for all four channels at once right from your Constant Contact account to drive more sales and expand your reach.

- [Create and Schedule a Social Media Post](#)
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Step 4: Continue to drive sales through email, social, and ads while learning and optimizing to reach your goals faster



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Plan ahead and stay ahead with our Marketing Calendar designed to save you time. Not sure where to start? Check out our full year's worth of content ideas.

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View Reporting

Analyze the data from your past performance and use your new customer insights to optimize your online store, shoppable landing page, email campaigns, social and Google ads, and more.

- [Compare Reporting Stats for Multiple Emails](#)



Implement Click Segmentation

Increase opens and clicks by using click segmentation to automatically categorize your customers based on their interests and behavior.

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Stay engaged with your customers and make them feel special by acknowledging their birthday with an automated greeting that includes a free gift or discount.

- [Create a Recurring Birthday Email](#)
- [How to Harness the Power of Automated Birthday Emails](#)



Send Follow-Up Marketing Campaigns

Stay in front of your new sign-ups and encourage them to buy with automated emails like abandoned cart notifications, welcome emails, and more.

- [Different Types Of Automated Emails](#)
- [What Is An Abandoned Cart Email?](#)



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Established Online Seller

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Send out an engaging email that features products or promotions, and consider including tips to care for or use your products. Make sure to include a link to your online store to help drive sales.

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Additional guidance to help you get started:

- [Making Sense of Online Marketing For Retail](#)
- [Create & Send Your First Email Campaign Webinar](#)
- [Getting Started with Constant Contact Guide](#)

For more tips like this, visit our [blog](#).