

# MailChimp VS Constant Contact

Analysis of the  
Best Investment for

*Alan's*  
sandwiches & sweets

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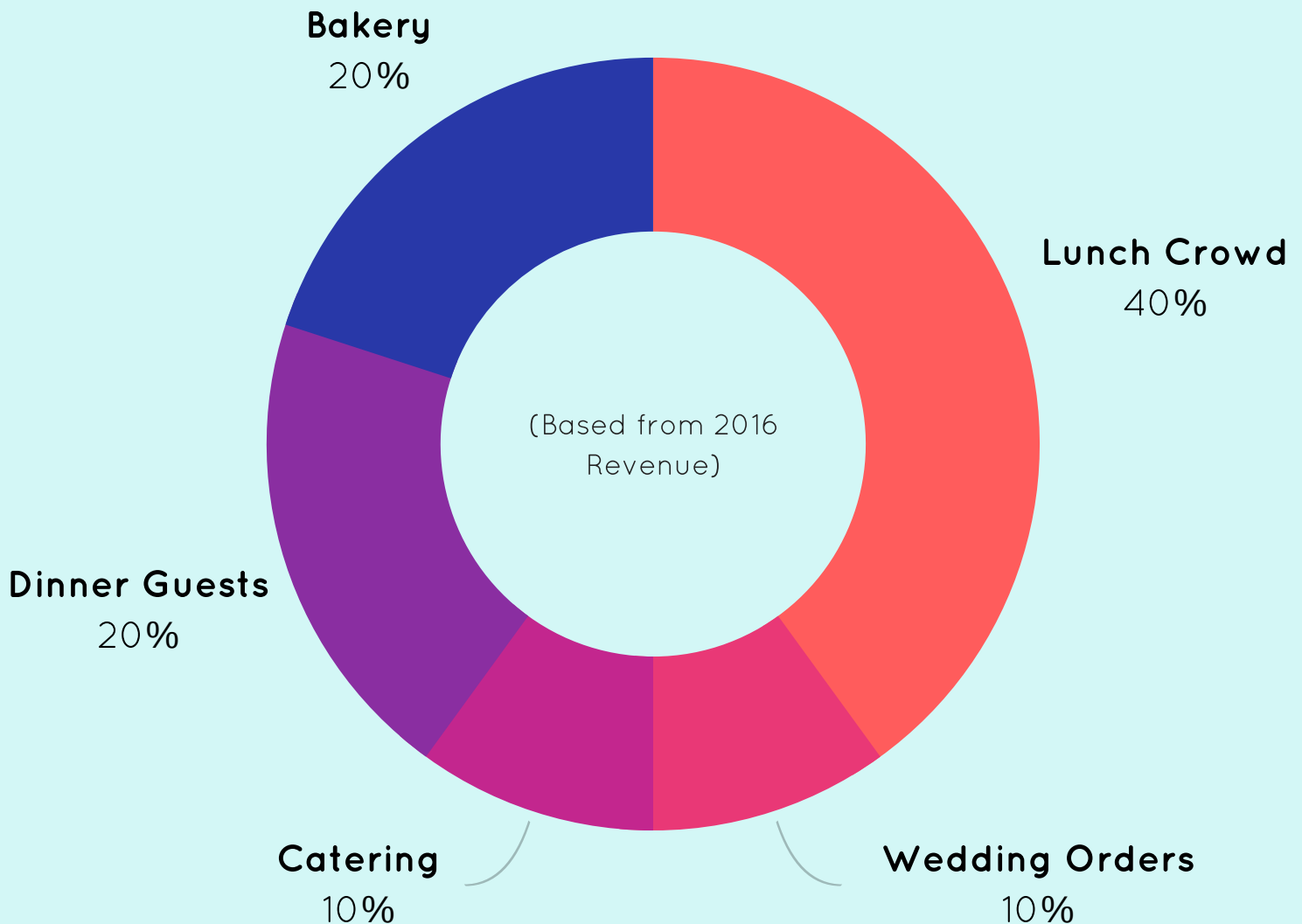
## **Company Background:**

Alan's is known in the Metro Atlanta area for our unique lunch menu items, as well as the best sweets in the city. We pride ourselves on using fresh, locally sourced ingredients and providing the Atlanta community with an upscale, yet informal dining experience. With 10 different locations, Alan's has a large customer base and it is crucial that we are able to keep relationships with them in a way that reflects the quality and reliability of our business.

## **Overview:**

We have concluded that the best way to stay in touch with our current customers, as well as reach potential customers, is through an Email Service Provider. MailChimp and Constant Contact are large players in the Email Service Provider market and we feel confident that one of these will meet our needs. This report will compare the strengths and weaknesses of the two providers and will ultimately decide which one Alan's should choose to expand our digital marketing strategy.

# Our Customers:



## With an Email Service Provider, we plan to:

- Contact our lunch crowd twice weekly with daily menu specials and deals
- Segment brides by wedding date and contact them with reminders and promotions throughout their planning stages
- Using past purchase history, automatically remind past customers that their event is coming up soon to boost catering and special order bakery sales

# Needs:

## ◆ Segmentation ◆

Creating customer segments will allow us to reach specific groups with messages designed just for them. In the reporting stage, we can analyze how we are doing within each segment and learn how to improve our strategies.

## ◆ Easy-to-Use Templates ◆

As we plan to frequently reach all segments of our customers with unique messages, an easy-to-customize interface is a necessity. Templates should be easy to navigate and optimized for mobile, so that all messages reflect Alan's quality and reliability as a business on any device.

## ◆ Automation ◆

We need an easy-to-use automation system, which will allow us to automatically and consistently reach previous customers to remind them of their previous purchases with Alan's.

# Comparison:

## Pricing



**\$875/month**

185,001-200,000  
subscribers  
2,400,000 emails/month

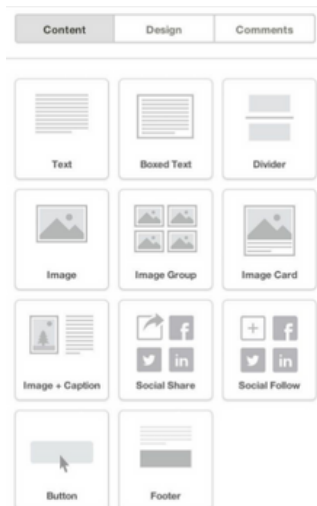


**\$895/month**

150,001-200,000  
subscribers  
unlimited emails/month

## Easy-to-Use Templates

- Variety of pre-made templates with drag and drop editing tools
- Built-in photo editing
- Email Designer tool to easily create custom templates
- Optimized for mobile automatically
- Merge tags that personalize emails with customers' name
- Easy sign up form creation



- Numerous pre-made templates with drag and drop editing tools
- Automatically mobile responsive
- With the PLUS plan, customer service can design a custom template if the existing ones aren't what is needed
- Easily share and promote email content on social platforms



# Segmentation



- Easily segment subscribers with custom segments chosen by the subscriber on sign-up form
- A variety of pre-built segments by sign up date, engagement levels, purchase history and demographics
- Segment auto-updating
- Individual subscriber profiles offer numerous details like time zone, device information, etc.
- More advanced segmentation analysis available with Pro plan

- Constant Contact does not offer any pre-built segmentation tools or auto-updating
- Segment subscribers with segments chosen by the subscriber on sign-up form
- In the future, they should consider adding an easy-to-use segmentation tool for their customers

# Contact Management

- List Import Builder easily adds subscribers from a Google Sheet/Excel file or easily add a single subscriber
- Create a custom form for website to add subscribers

- Create a custom form for website or Facebook Page to add subscribers
- Users can subscribe from mobile using text or QR code
- List Builder easily adds subscribers from a Google Sheet/Excel file or easily add a single subscriber

# Automation



- Goal integration based on subscriber engagement within emails
- Customer re-engagement capabilities
- Use pre-built workflows based on trigger events, post-sending list action and segment conditions
- Connect to eCommerce store for efficiency and more relevant data
- Numerous guides and support articles to assist in automation efficiency

- Automation is only a PLUS feature, which would add significant costs
- PLUS Automation includes: Autoresponder for pre-set triggers and scheduled series of emails

# Reporting

- Track engagement
- Interactive graph reports
- Create lists (i.e. subscribers that don't open) to send modified campaign
- Industry comparison
- Segment users by email domain and track performance
- Click tracking maps



- Engagement report
- Campaign comparison report
- Click-tracking heat map
- Open rate tracking by device



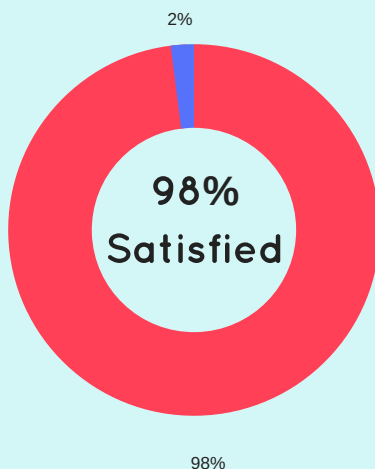
# Customer Service



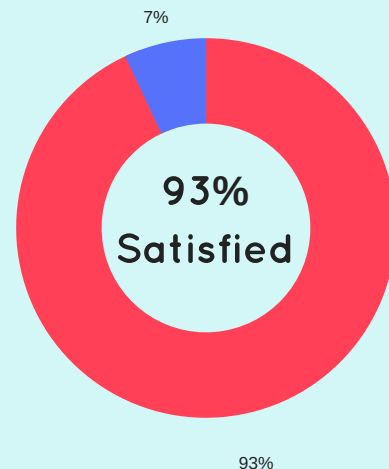
- Knowledge Base, a self service support system found on the main website, has countless articles explaining the different features
- Help Search box
- Fill out Contact Form for further help
- Resource guides offer information for marketers of every experience level
- Offer resources to connect with researchers, experts and agencies
- Blog updated with new articles very frequently with tips and tricks

- Help Center offers FAQ search box, video tutorials and webinars
- Customer Support phone line
- Live Chat with Support Rep
- Email Help address
- User community
- Connect with Support on Twitter
- Offer in-person seminars (some paid, some free)
- Blog offers marketing advice
- Contact form for free consultation with a marketing professional

## Client Satisfaction





(2017 Article from  
FinancesOnline.com)



# Recommendation:



MailChimp will be the best investment for Alan's to expand our digital marketing strategy. While both Email Service Providers are similar in price (MailChimp slightly cheaper), contact management, reporting and customer service features, MailChimp fits our three specific needs the best. MailChimp has numerous easy-to-use templates to choose from and the Email Designer tool is great to create our own custom look. With the different customer bases within our brand, it is crucial that we are able to easily segment them and deliver unique messages. With MailChimp's pre-built segments and custom segment creation tools, we don't have to always rely on our customers to opt-in to segments on sign up forms, like Constant Contact. MailChimp's automation system will be a great asset in customer re-generation, where Constant Contact only has an autoresponder system in their PLUS plan.

Our Needs		
Easy-to-Use Templates	✓	✓
Segmentation	✓	
Automation	✓	