Frequently Asked Questions (FAQs) for Constant Contact – eXp Realty Agents

1. What is Constant Contact, and how does it support eXp agents?

Constant Contact is the simple, time-saving digital marketing tool for real estate professionals. It helps eXp agents capture more leads, nurture them into lasting connections, and grow their business with tools they can count on. With eXp-branded templates, mobile-friendly forms and surveys for lead capture, AI-powered content tools, and automated email nurturing, agents can get started in minutes and stay top of mind with every contact.

To get started, visit https://www.constantcontact.com/exp?pn=exprealty_con

2. I thought Constant Contact was just an email platform. How does it help eXp agents close more leads?

While Constant Contact is rated the #1 email marketing software on G2, it's much more than email. It's a full digital marketing suite built to help you capture every lead and nurture every connection.

Here's how:

- Mobile-friendly forms and surveys: Create mobile-friendly forms and surveys in minutes. Post them online, across social channels, or access them via QR code—which means no more paper sign-in sheets, illegible leads, or manual list imports.
- Seamless lead capture: When a lead submits their contact information through a form, it flows directly into your Constant Contact account—ready for immediate follow-up.
- Automated welcome emails: Pair your forms with Constant Contact's welcome email automation (included in your plan) to automatically introduce yourself to every new lead the moment they sign up.
- Smart engagement tracking: When you send newsletters and email updates, you'll see who's clicking—so you know which leads are warm and ready to talk.

Plus, SMS marketing and Event Marketing are also available in Constant Contact. It's a full digital marketing suite, all in one platform.

3. Can I set up multiple forms for different properties or audiences?

Yes. Your Constant Contact plan comes with unlimited forms and surveys. You can create separate forms for each property, set up distinct forms for buyers vs. sellers, or build surveys that ask qualifying questions—like preferred property type or budget. The answers are saved with each contact's information, and you can track the performance of every form. All contacts captured through your forms are automatically added to your Constant Contact platform for ongoing marketing.

4. What tools and features are included with my Constant Contact subscription?

Your monthly subscription is a full-service suite of email and digital marketing tools, including:

- Unlimited mobile-friendly forms and surveys for lead capture
- Custom eXp-branded email templates
- An easy-to-use email and social media marketing platform
- AI-powered content generation for email and social posts
- Contact management, list segmentation, and reporting
- One automation flow (welcome series, anniversaries, and more)

- Event management tools
- BrandKit for faster email creation
- Canva integration for easy image imports
- Contact sync and CRM integrations

5. Are there any upsells or additional services?

Yes, optional paid upgrades include:

- Larger contact list sizes
- More users, automations and monthly sends
- SMS messaging
- Additional and advanced automations
- Professional Services that will do your marketing for you

6. How do I upgrade if I want to purchase more automations or additional features?

If you wish to upgrade to our Premium plans, or add SMS, you can upgrade in product or for additional support call Constant Contact support at 855-854-8609. Monthly subscription prices are based on plan type as well as contact tier size.

7. I already use Constant Contact. How do I take part in the eXp program?

Current Constant Contact customers are not eligible to switch plans. You still have access to forms and surveys as part of your existing Constant Contact account. All of these tools are found under “Audience” in the navigation bar of your Constant Contact dashboard.

8. I already have an email marketing platform. What makes Constant Contact different?

Our customers rated Constant Contact #1 email marketing platform and with email inbox rates as high as 98% across 87B emails sent last year, it’s easy to understand why. Constant Contact also comes with built-in tools to make finding and marketing to new leads easier. With eXp-branded templates for email you can be marketing in minutes—not hours. And with AI-powered content tools, automated follow-ups, and clear performance reports, you’ll have everything you need to capture leads and grow connections from one place.

9. How easy is it to switch from my old email marketing platform to Constant Contact?

It’s easy to make the switch. Simply export your current subscriber list and upload it to Constant Contact. The file uploader automatically matches standard contact headings and checks for errors. If your contacts are on your phone, download the Constant Contact mobile app and add contacts directly. With eXp-branded templates, you’ll be ready to send your first campaign in minutes. Want to customize further? Use BrandKit to save your logo and brand colors from your website, then apply them to templates instantly.

10. I have a personal brand. How easy is it to customize my email or form templates?

Your personal and professional brand is key to your success. That’s why Constant Contact makes it easy to create emails and forms that look the way you want. While eXp-branded templates are included, you can customize any template with your logo and brand colors using the design tab in the editor. Use BrandKit to upload your branding directly from your website—it’ll be applied automatically across your BrandKit templates.

11. What kind of reporting is available?

You'll be able to see all contact information submitted through your forms and surveys, as well as track new signups and list performance over time. Emails track open, click, and unsubscribe rates for any campaign you send. You'll also see which specific contacts opened and clicked on your emails—so you always know who your warmest leads are. Social tools measure reach and engagement and with Meta tools you can even monitor your inbox all from Constant Contact.

12. What kind of automation is recommended for lead nurturing?

Constant Contact recommends setting up a Welcome series to automatically introduce yourself when a lead submits a form. Welcome emails can increase clicks by up to 4x higher than regular marketing emails—they're the best way to nurture leads immediately without extra work. You could also set up an "anniversary" automation that emails clients on the anniversary of their closing. More complex automations might include a series of emails preparing clients for their next home purchase. One automation is included free in the eXp tech select program; additional automations are available with a paid subscription upgrade.

13. Is Constant Contact suitable for commercial agents?

Yes. Constant Contact is flexible enough to support both residential and commercial agents with tools that adapt to a variety of real estate marketing needs. With the ability to manage multiple lists, you can segment and market to your leads more effectively—sending only the right information to the right audience.

14. What training is available for Constant Contact users?

Constant Contact offers a variety of support based on your learning preference. For self-paced learning, there are on-demand tutorials and videos in Knowledge Base, step-by-step guides, and webinars designed to help you build a successful marketing strategy. We also offer live support at daily drop-in Ask a Trainer Sessions, plus our Online Community where you can ask questions and get design feedback from experts and experienced customers. For those who don't have time to do their own marketing, Professional Services can develop and deploy campaigns for you.

15. What languages are supported?

Constant Contact's form and survey tools support English and French Canadian. Most other platform features are available in English.

16. Does Constant Contact integrate with other platforms?

Yes. Constant Contact offers hundreds of direct integrations, including Canva for image import. CRM integrations including BoldTrail, Cloze, and Lofty are also available—so you can sync your contacts from popular CRMs and keep your lists up to date.

17. Is Constant Contact available internationally?

Yes. Constant Contact is available to eXp agents in the U.S., Canada, Puerto Rico, and select international regions.

18. Who do I contact if I need help with Constant Contact?

For login or billing issues, contact Expert Care at (833) 303-0610. For help with email, forms, or any platform feature, use Constant Contact support by phone or chat, drop into a live Ask a Trainer Session, search the

Knowledge Base for on-demand tutorials, guides, and videos, or ask the Online Community. You can also visit Constant Contact's eXp Hub page for additional resources, information, and support: https://hub.exprealty.com/connect/group/constant-contact.