Partnership between Icon Systems and Constant Contact!

FOR IMMEDIATE RELEASE

September 2010

Moorhead, MN — Icon Systems has released software integration with Constant Contact for advanced e-mailing capabilities. IconCMO can now export e-mail addresses from the groups and talents modules to Constant Contact, eliminating duplicate entry between the church software and e-mail program. A challenge for churches in the past was how to leverage the data in their traditional church software to communicate effectively and easily using a sophisticated e-mailing program.

Constant Contact provides rich e-mail templates, personalized features, and vital statistical tracking of e-mails allowing you to communicate with your congregation more personally and reach out to visitors more successfully. The statistical data can tell the church which recipient opened the e-mails, who forwarded them, which links within the e-mail were clicked, bounced e-mails, and many more statistics to help the church better serve their congregation communication and help with visitor retention.

In addition to the e-mailing features, churches can use the Event Marketing and Online Survey modules. The Event Marketing module allows the church to market events on their website so people can register to attend those events. The church can receive payments for the events when cost is incurred. The online survey module allows the church to send a survey or poll out to their congregation to gather input on new ideas or concepts that the church is considering.

# # #

About Constant Contact Email Software:

With more than 370,000 customers, Constant Contact, Inc. is a leading provider of email marketing, event marketing, and online surveys for small businesses, non-profits, and member associations. Founded in 1995, Constant Contact helps small organizations grow stronger customer relationships by delivering professional, low cost, easy-to-use online tools backed with award-winning support, education and personal coaching. To find out more please visit Constant Contact. Visit Constant Contact.

About Icon Systems Software:

For more than 18 years, Icon Systems has been developing high-quality software for non-profit organizations. The company was founded in 1992 by Robert Gifford, who previously headed research and development for Great Plains Software and helped create Great Plains Accounting and Dynamics, two highly popular accounting software systems. Icon Systems' software is currently used by thousands of non-profits nationwide. Since its founding, Icon Systems has become legendary for its commitment to high-quality products as well as outstanding service and support. To find out more please visit Icon Systems. Visit Icon Systems.

Icon Systems is located in Moorhead, MN and can be contacted at 1-800-596-4266 or on the Internet at www.iconcmo.com

Follow Us

Find Us