

Constant Contact Review

Pricing, pros, cons and practical fit

Small businesses and nonprofit teams seeking approachable email marketing, list growth, social scheduling, and campaign support.

QUICK FACTS

At a glance

Starting price	\$12/mo (Lite, monthly; entry contact tier; annual discounts)
Free plan	No
Free trial	Yes
Difficulty	Easy
Last verified	Oct 2026
Best for	Agency, Marketing Team, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Beginner-friendly email campaign builder with customer support and built-in social and event marketing tools.

MAIN LIMITATION

No permanent free plan; contact-based pricing and email-send caps can increase total cost as the list grows.

WISETECHLIST VERDICT

Should you use Constant Contact?

Constant Contact is a practical choice for small teams that prioritize ease of use, reliable campaign tools, and human support. It covers newsletters, contact collection, social posting, and events in one place, while deeper automation and segmentation require higher-priced plans.

USE CASES

What can you use Constant Contact for?

- Email newsletters
- Subscriber list building
- Small-business promotions

- Event invitations and registration
- Social media scheduling
- Basic welcome automation

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Easy drag-and-drop email editor
- Templates and signup forms
- Social posting and scheduling
- Event marketing features
- Phone and chat support
- Broad app integrations

WHAT TO CONSIDER

- No forever-free plan
- Automation depth depends on paid tier
- Contact and sending-volume pricing can rise
- SMS requires a separate paid add-on where available

PRACTICAL FIT

How Constant Contact fits a small business workflow

WHAT IT IS

Constant Contact is a hosted digital marketing service for creating emails, managing contacts, collecting subscribers, and tracking campaign results. It combines email marketing with social posting and event management. Its Lite, Standard, and Premium plans have different levels of automation, segmentation, and sending capacity.

WHERE IT FITS

Import or capture contacts through forms, organize an audience into lists, build a branded email from a template, schedule delivery, and review opens and clicks. Teams can coordinate related social updates and event invitations, then use supported automation features for follow-ups and repeat campaigns.

WHEN IT MAY NOT FIT

Constant Contact may not be the best fit for teams whose top priority is a permanent free plan, complex multichannel journeys, or low-cost bulk email at large scale. Its Lite plan is limited in automation and segmentation, and pricing varies with contact counts and email volume.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Constant Contact if your small business or nonprofit values an easy email editor, campaign support, event promotion, and social scheduling more than advanced data engineering or enterprise automation.

SKIP IF

Skip Constant Contact if you need a permanent free email tier, inexpensive high-volume sending, or sophisticated behavior-based automations at the lowest subscription level.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/constant-contact/>