

The background is a solid teal color filled with a pattern of various white icons. These icons include straight arrows pointing in different directions, curved arrows, circular arrows (representing refresh or cycle), and clusters of small dots. The icons are scattered across the entire page, creating a sense of movement and direction.

MOVING FROM CONSTANT CONTACT TO AWEBER

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Overview

We understand how tough moving can be, so we'd like to help make the transition process as smooth as possible.

If you have messages and a list of subscribers in your Constant Contact account that you would like to bring over to AWeber, this guide will walk you through the entire process, step by step.

You'll see:

- How to move your existing messages from Constant Contact to your AWeber account
- How to set up your AWeber confirmation message
- How to inform subscribers that you're making the switch to AWeber
- How to export your contacts from Constant Contact and import them into AWeber

Plus, you'll get links to resources that'll answer your marketing questions moving forward and contact information for our 7-days-a-week support team.

WHAT YOU CAN DO BETTER WITH AWEBER

Set Up Custom Autoresponders For Each List

Customize your autoresponders, broadcasts and sign up forms for each list and run completely separate campaigns, all from your one AWeber account.

Split Test Your Forms

It's easy to [split test your forms and messages](#) to see what's working and what's not so you can optimize your efforts.

Email Your Blog Posts

Our Blog Broadcast feature allows us to pull your posts through your blog's RSS feed and into an email newsletter that you can custom design using our templates. You choose the schedule, and we'll send them out to your email lists.

Deliverability

If there's one thing AWeber is known for, it's our deliverability. You want your emails to reach the inbox. We take a lot of measures to make sure that happens for you without you having to do a lot of extra legwork.

Get Live Support and Resources

AWeber offers email, phone and online chat support. And our solutions team is available to assist you 7 days a week.

We have free online training sessions, and you can check out [our schedule](#). There's also a great [Knowledge Base](#) available to answer all of your questions, a [blog](#) full of strategy tips and [video tutorials](#).

Let's Get Started, Shall We?

How to Make the Move

If you haven't already done so, now is the time to [order your AWeber account](#).

Once you've logged in and taken a quick look around, you should be ready to create your first list.

CREATING YOUR LISTS

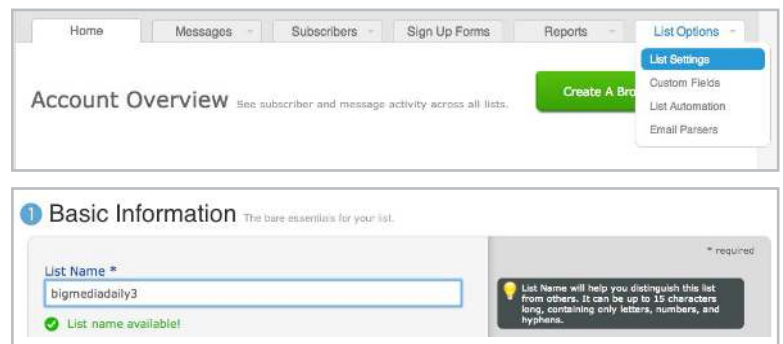
The very first step in the move is to create your new list in AWeber.

Each list in an account has its own messages, subscribers and sign up forms, and you may set up as many in your account as you'd like. For instance, if you have several contact lists in Constant Contact, you can separate them easily in AWeber by creating different lists.

By default, there is one list in your account when you start.

Go to your List Settings page (under List Options tab), then rename your list so that it relates to whatever you are offering.

Your list name can contain letters, numbers, hyphens (-) and underscores (_), but if the list name has already been used by another user, you will have to enter another.



The screenshot shows the AWeber account overview page. At the top, there are navigation tabs: Home, Messages, Subscribers, Sign Up Forms, Reports, and List Options. The List Options dropdown menu is open, showing options for List Settings, Custom Fields, List Automation, and Email Parsers. A green 'Create A Bro' button is visible. Below the navigation is the 'Account Overview' section with a sub-header 'See subscriber and message activity across all lists.' Below that is the 'Basic Information' section, which is the first step in creating a list. It has a sub-header 'The bare essentials for your list.' and a 'List Name *' field with the value 'bigmediadaily3'. A green checkmark indicates 'List name available!'. A tooltip on the right explains that the list name must be up to 15 characters long and contain only letters, numbers, and hyphens.

Follow the steps to finish personalizing this list now, or save settings to come back to it later.

To create additional lists, click "Create and Manage Lists" at the top of the page.

MOVING YOUR EMAILS FROM CONSTANT CONTACT

Once your list is created, you can head back over to your Constant Contact account to begin the move.

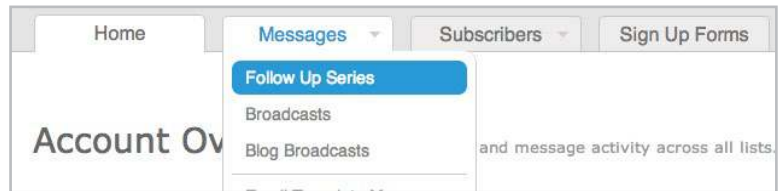
The first step is to move any existing autoresponder messages that you would like to continue to use in AWeber. This way they'll be ready to go once your list is imported.

Before you begin, [email yourself a test copy](#) of each autoresponder message so that you'll have a back up of your messages once you close your Constant Contact account.

Transferring Your Emails' Content

Once you've sent a copy of every autoresponder that you'd like to transfer, you can go ahead and log back into your AWeber account.

- 1 Make sure you are working in the correct list (check the upper left corner of the page next to "Current List"), then click "Follow Up Series" on the Messages.



- 2 Click on the green "Create Your First Follow Up" button to start working on a new message.



- 3 Copy the text of your "test" message and paste the content you've copied into a template. Save any images to your computer, then upload them into your new autoresponder. You can also drag them directly into your message and we'll automatically store them in your personal image gallery. When you're finished, save the message.

Repeat these steps for each autoresponder message you are bringing over.

Are you using a special custom template that you'd like to keep using in AWeber?

With a little bit of HTML know-how and AWeber's Email Template Manager, you may be able to move it over. However, this is an advanced process and you may have to make some design tweaks that can take more time than it would to just create a new message from scratch. Therefore, we recommend customizing one of our over 600 existing templates to match your design.

However, if you would like to bring over your custom template from Constant Contact, check out our Knowledge Base article with [instructions here](#). If you need assistance, don't hesitate to [contact us](#) for help.

Customizing Templates

You can customize AWeber's pre-designed templates to look more like your own - no HTML coding required.

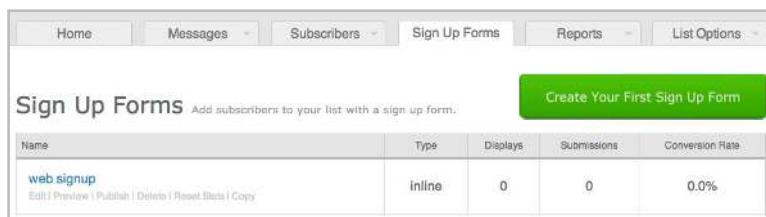
- 1 Use the drag-and-drop message editor to create a new message and select the template you want to use.
- 2 Customize it to your liking by adding rows and columns, paragraphs and product blocks, putting in dividers or a sidebar and more. When you're done, click the "Templates" button and "My Templates" to save it.
- 3 Give your template a name and click the "Save As Template" button in the box on the left. Now you can use your template for any email you create!



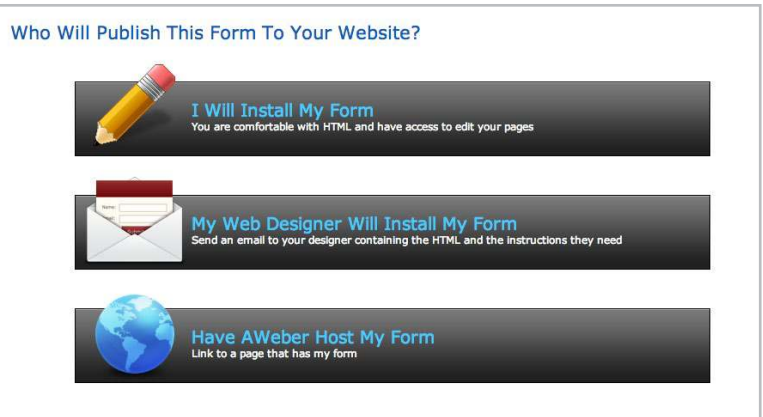
Switching Out Your Constant Contact Sign Up Form For An AWeber Form

If you have a sign up form on your web site, now is a good time to switch it out since the form provided by Constant Contact will no longer work when you close your account.

- 1 Click the "Sign Up Forms" tab in the navigation bar.
- 2 Click on the green "Create Your First Sign Up Form" button.
- 3 Browse through the different categories to find a template that matches your website design and theme, then complete the steps in the wizard to create your form.



- Once created, replace the HTML for the existing form on your website with the new AWeber HTML. You can choose to have AWeber host your form on its own page instead, and you'll get a link to share with potential subscribers.



SETTING UP YOUR CONFIRMATION MESSAGE

A Little Bit About Confirmed Opt-In

Confirmed opt-in is a process used to ensure that only people who want to receive your information are subscribed to your list.

When someone is added to your email list, either by filling out an online form, through an app or from a manual import, we send a confirmation message to them.

This message contains a link that the subscriber must click on in order to confirm they want to receive your information at the address they provided you.

By default, AWeber includes a basic template for every confirmation message. For best results, you should customize this message so that your existing subscribers realize they have to take action to stay on your list when you make the move to AWeber.

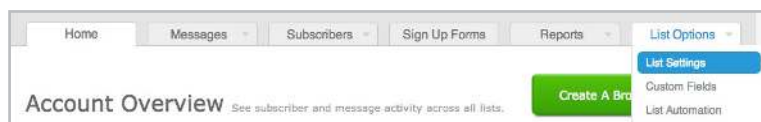
Is everyone going to confirm? Honestly, probably not, but that's really not such a bad thing.

There are a number of reasons that a subscriber might not confirm. It could simply be that the person doesn't want to be on your list any more. The address you imported could no longer be in use, or the address is no longer valid or deliverable.

No matter what, the people who take initiative to confirm are the people you really want on your email list. They are the subscribers who are the most active and who will likely purchase from you in the future.

Creating Your Message

- 1 Go to the List Settings page under the List Options tab.
- 2 Click “Confirmed Opt-In” (step 3).
- 3 Next, edit the subject line of your message. Click the “Edit Subject Line” tab on the left to open it up.



All custom subject lines are reviewed by AWeber’s support team.

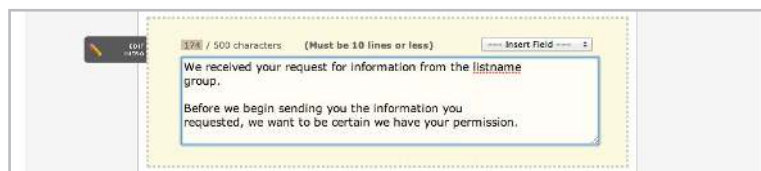
They need to convey two pieces of information:

1. What the message is about (your emails)
2. That the subscriber needs to take action (confirm)

If the subject line does not communicate to the recipient why they are getting the message and what they need to do with it, it will be declined and you’ll need to submit a different one.

- 4 Moving down the page, you’ll come to the intro of the confirmation message. Click “Edit” to customize it.

Replace the text in the introduction with your own text, mentioning your company or newsletter name here. Keep in mind that there is a limit to the length - it can have no more than 500 characters or 10 lines.



- 5 Further down on the Confirmed Opt-In page, add a closing to your message by clicking “Edit Signature.”



- 6 Finally, below the message itself, enter the webpage you’d like to send the subscriber to after they confirm in the “Confirmation Success Page URL” field. Make sure to include the full URL, http:// and all.

One you’re finished with your changes, click the green “Save Settings” button.

MOVE YOUR SUBSCRIBERS

Informing Existing Subscribers

Since your contacts don't know that you are planning on moving to a new email service, it's always nice to give them a heads up that they'll be getting a confirmation message from you.

At this point, you'll want to go back over to your Constant Contact account so that you can send this last message to your list, letting them know about the move and asking them to confirm that they still want to hear from you.

Portray the transition as a benefit to your subscribers.

For example,

Dear (First Name),

We're so glad you enjoy receiving our _____ newsletter each week. We really appreciate your continued support!

Because you are a valued reader, we wanted to take a moment to let you know that we're moving to a new email provider.

If you'd like to continue receiving our emails, we have a favor to ask of you.

In the next day or two, you'll receive an email asking you to confirm that you still want to get our newsletter.

If you still love us (and we hope you do!), just click on the link in the email and you'll continue to receive our emails as usual.

If you no longer wish to receive our newsletter, simply ignore the message and you won't hear from us again. Thanks for your cooperation!

Sincerely,

The XYZ Team

This email doesn't have to be fancy. In fact, a quick message that is short and to the point is best. Just remember to add the subject line of your confirmation email or your business name so that it's easily identifiable in the inbox.

Export Contacts From Constant Contact

Now that you've set up your confirmation email, you're ready to get your contacts from your Constant Contact account and bring them over to AWeber.

From your Constant Contact account, [export your contacts](#) into a CSV file. You can select what information to export, then save. Make sure to export and save all lists you wish to bring over to your AWeber account.

A few things to note:

1. Constant Contact does not automatically unsubscribe or delete bounced addresses. They track them, but it's up to you to manually delete them.

Prior to exporting, make sure you [delete any bounced email addresses](#) from your list. Otherwise, your imports could be rejected.
2. Contacts who unsubscribed or opted out of receiving your emails are stored in a Do Not Mail list in your Constant Contact account.

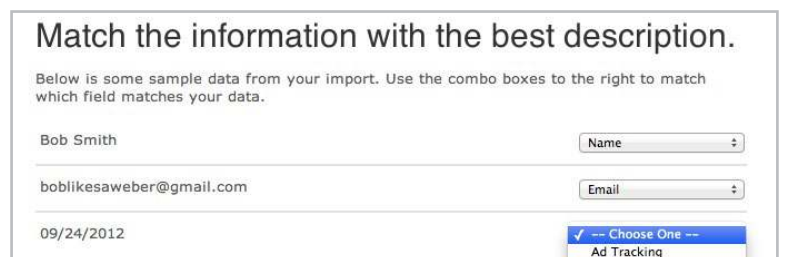
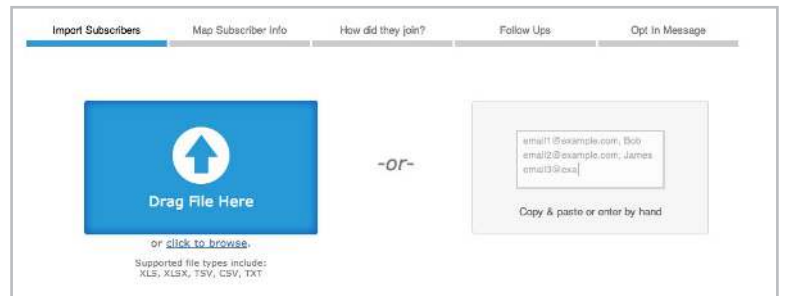
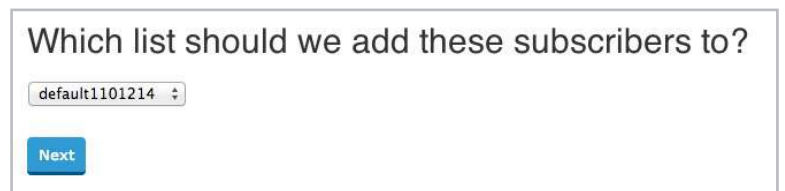
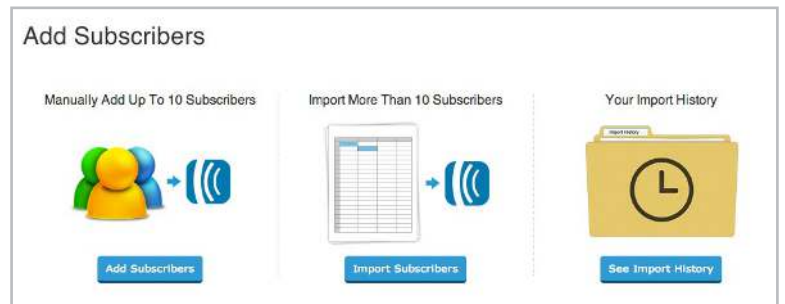
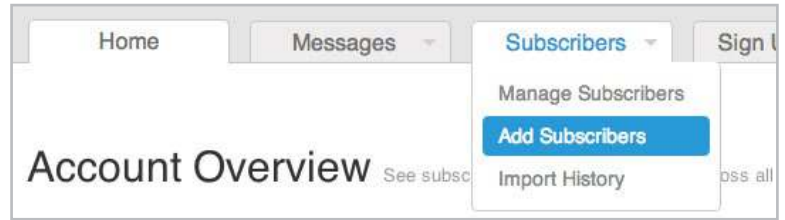
You are not allowed to import this list to AWeber for any reason. Do not export this list when you are exporting your other active lists.

Import Contacts to AWeber

Once you have exported your contacts from Constant Contact, sign back into your AWeber account to import them.

- 1 Choose "Add Subscribers" under the Subscribers tab.
- 2 Select "Import Subscribers" under the Import More Than 10 Subscribers section.
- 3 If you have more than one list, you will be asked which list you would like to add your subscribers to.
- 4 Next, you can choose to drag the saved CSV file with your exported contacts into the blue box, or choose "click to browse" to upload the file. You can also open the CSV file and copy and paste your entire list into the box on the right.
- 5 Then, you will be presented with some sample data from your import and asked to match the information with the best description. From the drop-down menu, you can select from predetermined fields or create your own custom field with this information.

If you choose to create your own custom field, you can check the "subscriber update" box to give your subscribers the ability to update their own information later on.



6 Indicate how the subscribers originally joined your list. If not all of the subscribers joined using the same method, select “Other” and provide as much information as possible. Check “Yes” that you are bringing subscriber information from another provider. Select Constant Contact from the drop-down.

7 If you have autoresponder messages set up or plan to add them, select if you would like this list to receive them, starting with the first message.

If you have created at least one follow up message, it will be sent to your subscribers:

- After the import is processed, and
- After they opt in to receive messages from you.
- Otherwise, your follow ups will start going out as soon as you create them.

If you have more than one autoresponder message set up, you can choose to start your subscribers on a different message number. Just select the message name from the drop-down.

If you do not want your subscribers to receive the first follow up message in your series until a later time

If you are importing subscribers who are already on a certain message number in your autoresponder series, you can also choose to start them on the message number provided in your upload.

8 Then, you can customize your confirmation message for this imported group, then click “Finish Import.” Please note that if you’ve made any changes to the confirmation message, it will be saved and sent to all new subscribers when they sign up. If you’d like to change your message back, see the steps on page 7.

And that’s it! Just make sure you repeat the above steps for all of the lists you wish to import.

Please keep in mind that we need to review all lists that are imported, so it may take up to **one business day** for your import to be processed. You can check on the status of your import at the bottom of the Import page.

Is It Possible To Import Contacts Without Confirmed Opt-In?

AWeber reviews all lists imported to our service to make sure they meet our standards for high deliverability. That includes having the people on your list re-confirm their interest.

It may be an extra step, but confirmed opt-in is good for us and good for you. The people who re-confirm to your list are your biggest fans and supporters. This is your chance to instantly weed out the uninterested subscribers from your list.

You know the ones. You keep emailing them, but they never open your messages, skewing your engagement stats. Getting them off your list gives you a clearer picture of how your campaign is *actually* performing.

In some cases though, we might be able to import your list without using confirmed opt-in. We analyze these requests on a case-by-case basis, so [contact us](#) to get the process started.

We'll need to know a few things to start checking out your list and making sure it's healthy enough:

- Your web site URL
- The nature of your business
- The page where your sign up form is located
- How many email subscribers you have

[Get in touch with us](#) if you'd like to see if your list fits our criteria for turning off confirmed opt-in.

Beyond the Basics

Now that you've made the move, you can really start to explore all your new account has to offer.

If you haven't already done so, create your your first follow up (your welcome message to new subscribers):

<https://help.aweber.com/entries/21661363-How-Do-I-Create-a-Follow-Up-Message->

Set up your first broadcast message:

<https://help.aweber.com/entries/21683406-How-Do-I-Send-a-Broadcast-Message->

Have a blog? Create a blog broadcast:

<https://help.aweber.com/entries/21702018-How-Do-I-Create-a-Blog-Broadcast->

Additional Resources



How-to Videos

Quickly and easily learn how to use AWeber with step by step video tutorials.

aweber.com/blog/videos



PDF Guides

Instructions for some advanced processes that'll really fine-tune your campaign.

aweber.com/blog/guides



Live Webinars

Email experts present the ins and outs of email marketing during these free online seminars.

aweber.com/blog/live-webinars



Blog

Email marketing tips, advice, announcements and inspiration.

aweber.com/blog

Set up is easy and there's plenty of online documentation, but everyone's business is different, so questions may naturally come up at some point.

When they do, just get in touch with our Customer Solutions team however it's convenient for you:

Hours: Monday - Friday, 4AM - 8PM ET, Saturdays & Sundays, 9AM - 5PM ET

Toll Free Phone (US): 1-888-AWEBER-1

International Phone: +1 215-825-2196

Live text chat at the top of every page on our site.

[Submit a ticket](#) and get a prompt response by email.

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

For digital marketing advice, examples, and inspiration, follow us here:



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