

# vCita Partners with Constant Contact to Offer Self-Service Online Tools for Small Businesses

**Leading Web Engagement Software for Small Businesses Partners with Constant Contact to Enhance Web, Mobile, Social and Email Campaigns**

vCita ([www.vcita.com](http://www.vcita.com)), the leader in web engagement software for small businesses, and [Constant Contact@. Inc.](http://ConstantContact@.Inc) (NASDAQ: CTCT) today announced that vCita LiveSite™ is now integrated with Constant Contact. Small businesses using both LiveSite and Constant Contact to create email marketing and social campaigns that can optimize client engagement by embedding dynamic interactive tools, such as [online scheduling](#), payments and invoicing, in their campaigns. Through LiveSite, small businesses give their clients the freedom to connect like never before. vCita LiveSite currently serves more than 100,000 businesses globally and with this integration available in Constant Contact's [MarketPlace](#), is now available to the more than 600,000 small businesses served by Constant Contact.

*“Small business needs are often overlooked, especially by those providing services. It's easy to find end-to-end solutions for small retailers, but there is no similar solution for the services industry”*

“Customer engagement is essential to small business success and vCita LiveSite makes it easier for small businesses to drive revenue via customer interactions, whether they are at home or on a mobile device,” said Will Yapp, vice president, business development, Constant Contact. “Constant Contact is always looking for opportunities to help small businesses do more business. vCita LiveSite aligns perfectly with this goal.”

vCita LiveSite offers an innovative experience to small businesses by providing a self-service online portal connected to the company's website and email campaigns that encourages clients to communicate, schedule appointments, pay and share documents. When integrated, vCita LiveSite and Constant Contact work together to provide small businesses a cost-effective method to significantly drive more opportunities via the web, mobile, email and social.

The integration lets small businesses add new functionality to their Constant Contact email marketing campaigns, including the ability to:

- Share [scheduling](#) availability with clients via a Constant Contact email campaign by linking to a current online calendar via Google, Outlook, Hotmail, Yahoo, iPhone and more.
- Reduce no-shows, and end back-and-forth emails and phone calls around scheduling using email confirmations and automated reminders.
- Offer clients secure [online payment](#) options via credit card or PayPal whenever an appointment is set or pay an [invoice](#) after a service has been provided.

“Small business needs are often overlooked, especially by those providing services. It's easy to find end-to-end solutions for small retailers, but there is no similar solution for the services industry,” said Itzik Levy, founder and chief executive officer of vCita. “LiveSite was created to help small businesses acquire, serve and retain customers in ways never before possible. When aligned with Constant Contact's integrated online marketing suite, small businesses have the ability to leverage the power of the Internet to accelerate growth and sustain long-term success.”

The vCita LiveSite Web Engagement Platform is available immediately at the [Constant Contact Marketplace](#), an online resource that connects small organizations with tools and services for growing their business.

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## **About Constant Contact®, Inc.**

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business

technology.

#### **About vCita**

vCita ([www.vcita.com](http://www.vcita.com)) is the leader in web engagement software for small business. The vCita LiveSite platform redefines small business by driving more opportunities from the web, mobile, email and social. Businesses can extend their brand, drive more clients to engage and deliver amazing service with the LiveSite portal. The self-service portal offers messaging, online scheduling, payments, invoicing and file sharing anytime, on any device. vCita increases the effectiveness of any web presence, strengthens customer relationships and provides a personalized experience clients have come to expect. Visit vCita at [www.vcita.com](http://www.vcita.com), email [sales@vcita.com](mailto:sales@vcita.com) or call 855.824.8244.

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