



Email Marketing
from Constant Contact

8 Steps to Getting Started with the Constant Contact Business Partner Program

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8 Steps to Getting Started with the Business Partner Program

Welcome to the Constant Contact Business Partner Program! We want to help you get started with Constant Contact and the Business Partner Program. Follow these simple steps to get up and running as a Constant Contact Business Partner.

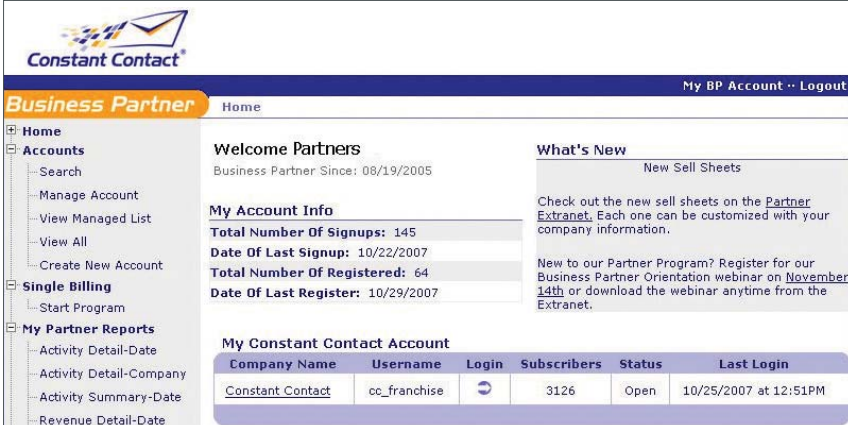
Step 1: Bookmark the Business Partner Console

By now you should have received an email from us with your new login username, password, and URL link. If you have not received this information please email us at:

businesspartner@constantcontact.com

The link below is the only link you need to use to access your own personal account as well as the accounts you are managing.

<https://bpconsole.constantcontact.com>



The screenshot shows the Constant Contact Business Partner Console. The top navigation bar includes the Constant Contact logo, a 'Home' button, and a user profile 'My BP Account' with a 'Logout' link. A left sidebar menu contains sections for 'Home', 'Accounts' (with sub-items: Search, Manage Account, View Managed List, View All, Create New Account), 'Single Billing' (with sub-item: Start Program), and 'My Partner Reports' (with sub-items: Activity Detail-Date, Activity Detail-Company, Activity Summary-Date, Revenue Detail-Date). The main content area is divided into three columns. The first column, 'Welcome Partners', shows 'Business Partner Since: 08/19/2005' and 'My Account Info' with statistics: 'Total Number Of Signups: 145', 'Date Of Last Signup: 10/22/2007', 'Total Number Of Registered: 64', and 'Date Of Last Register: 10/29/2007'. The second column, 'What's New', features 'New Sell Sheets' and two text announcements. The third column, 'My Constant Contact Account', contains a table with account details.

Company Name	Username	Login	Subscribers	Status	Last Login
Constant Contact	cc_franchise		3126	Open	10/25/2007 at 12:51PM

Why is this so important?

The Business Partner Console is a comprehensive site that gives you single-login access to all Constant Contact Business Partner program resources, and provides you with tools to manage your clients' accounts. The Business Partner Console is critical to your success in the Constant Contact Business Partner Program.

8 Steps to Getting Started with the Business Partner Program

Step 2: Access your free Constant Contact account

Where to find it: Just click on the blue arrow under **My Constant Contact Account** in the middle of the homepage of the Business Partner Console to login.

The screenshot shows the Constant Contact Business Partner Console. The 'My Constant Contact Account' table is as follows:

Company Name	Username	Login	Subscribers	Status	Last Login
Constant Contact	cc_franchise		3126	Open	10/25/2007 at 12:51PM

Your free account is for marketing Constant Contact and your own products and services to clients and prospective clients. To assist you with that effort, your Constant Contact Business Partner account has five Marketing Templates designed just for you. These templates are:

- **Introducing Constant Contact:** offers messaging to introduce your clients and prospects to email marketing from Constant Contact.
- **Promoting Email Marketing:** includes promotional messaging on the benefits of email marketing for small business.
- **Promoting Your Services:** gives you the ability to highlight your products and services to clients and prospects.
- **Event Invitation:** provides all of the details to invite clients to seminars, webinars or other special events.
- **Promoting Survey:** includes promotional messaging on the benefits of online surveying for small businesses.

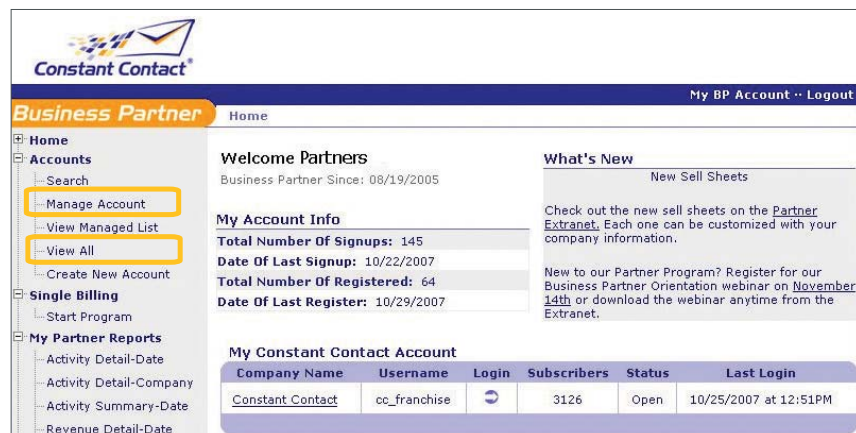
Note: Check that the Username under My Constant Contact Account is the Username of the account you want to use as your free Constant Contact Business Partner account for your business communications. If it is not, please contact the Business Partner Team to correct it.

8 Steps to Getting Started with the Business Partner Program

Step 3: Existing Clients

If you created accounts for your clients before you were a Constant Contact partner, you will need our assistance with moving them under your partner account. Send an email with the username(s) for these account(s) to businesspartner@constantcontact.com. Please be sure to include your contact information so we can identify you as well.

These accounts will be displayed under **View All**. If you would like access to these accounts through this console, click Manage Account and enter the user name and password.



The screenshot shows the Constant Contact Business Partner dashboard. The left sidebar contains a navigation menu with the following items: Home, Accounts (expanded), Search, Manage Account (highlighted), View Managed List, View All (highlighted), Create New Account, Single Billing (expanded), Start Program, My Partner Reports (expanded), Activity Detail-Date, Activity Detail-Company, Activity Summary-Date, and Revenue Detail-Date. The main content area is titled 'Home' and includes a 'Welcome Partners' section with the text 'Business Partner Since: 08/19/2005'. Below this is a 'My Account Info' section with the following data: Total Number Of Signups: 145, Date Of Last Signup: 10/22/2007, Total Number Of Registered: 64, and Date Of Last Register: 10/29/2007. To the right is a 'What's New' section with a 'New Sell Sheets' announcement. At the bottom of the main content area is a table titled 'My Constant Contact Account' with the following data:

Company Name	Username	Login	Subscribers	Status	Last Login
Constant Contact	cc_franchise		3126	Open	10/25/2007 at 12:51PM

8 Steps to Getting Started with the Business Partner Program

Step 4: Create and Manage Clients' Accounts

Where to find it: Under **Accounts, Create New Accounts** in the Business Partner Console.

The screenshot shows the Constant Contact Business Partner Console interface. The left sidebar contains a navigation menu with the following items: Home, Accounts (with sub-items: Search, Manage Account, View Managed List, View All, Create New Account), Single Billion (with sub-item: Start Program), My Partner Reports (with sub-items: Activity Detail-Date, Activity Detail-Company, Activity Summary-Date, Revenue Detail-Date, Revenue Detail-Company, Revenue Summary-Date), and Quick Links. The main content area is titled 'Home' and includes a 'Welcome Partners' message, 'My Account Info' (showing 145 signups and 64 registered users), 'What's New' section with 'New Sell Sheets', and a table for 'My Constant Contact Account' with one entry for 'Constant Contact'. Below this is a 'My Managed Accounts' section with a '+ Manage Account' link and a 'Create New Account' link. A yellow box highlights the 'Create New Account' link in the 'My Managed Accounts' section.

There are two ways Constant Contact accounts can be opened for your clients: your clients can click on your co-branded URL to open the account directly, or you can open and manage your clients' Constant Contact account for them using the **Create New Account** link in the **My Managed Accounts** section of the Business Partner Console.

If you want to open a new account for a client, click on **Create New Account** to begin the process. If you are managing the account for your client, be sure to check the **Add to Managed List** box

after filling in the sign up information, so that you will be able to view the username and to login to the managed account easily. If your client will be accessing this Constant Contact account, you can send a Welcome Email with the account login information to your client's inbox by checking the box for **Yes, Send a Constant Contact Welcome Letter**.

To view Constant Contact accounts your clients opened using your co-branded URL, click on **View All**, or click on **My Partner Reports, Activity Detail-Date** or **Activity Detail-Company**. All of your clients' accounts will be listed, including the managed accounts opened in Step 1.

If you have clients who opened Constant Contact accounts before you became a Business Partner, please send an email to businesspartner@constantcontact.com with the subject line, "Account transfer", and provide the Constant Contact username, company name, contact name and company URL. The Business Partner team will move the accounts under your partner account. Please allow three to five days for processing, at which time you will receive a confirmation email that the account has been moved.



8 Steps to Getting Started with the Business Partner Program

Step 5: Promote and Publish your co-branded URL

Where to find it: Under **Quick Links** in the Business Partner Console

The screenshot shows the Constant Contact Business Partner Console. The left sidebar contains a 'Quick Links' menu with 'My Co-Branded URL' highlighted in a yellow box. The main content area displays account information, including 'Welcome Partners', 'My Account Info', 'My Constant Contact Account', and 'My Managed Accounts'.

Company Name	Username	Login	Subscribers	Status	Last Login
Constant Contact	cc_franchise		3126	Open	10/25/2007 at 12:51PM

Company Name	Username	Login	Subscribers	Status	Last Login
JumpBunch, Inc.	bunchymd		1037	Open	10/31/2007 at 12:29PM
cc_testing	housemaster52		1	Trial End	04/16/2007 at 04:07PM
Effective Communication Associates, LLC	ecalcc		1728	Canceled	07/12/2006 at 10:33AM

This co-branded URL controls how your clients sign up and how you get credit for these accounts under the Business Partner program. The easiest way to get started is to link from your website to your co-branded URL. We also recommend that you use this URL in all your other marketing activities:

- Logos
- Banner ads
- Email signature
- Marketing templates

Your co-branded URL is the key to ensuring that you get credit for your clients who sign up for Constant Contact – use it everywhere! Accounts that are created through your co-branded URL will be credited to your program but will not be automatically added to your **My Managed Accounts** section. If they are your client(s) and you want to gain access to their account(s), contact the Business Partner team.

Remember, your URL will be:

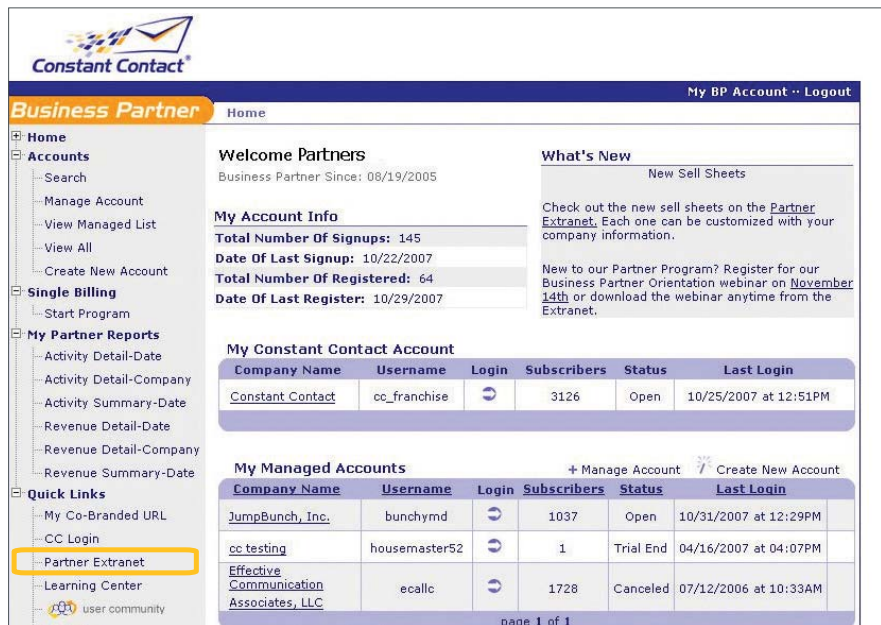
<http://www.constantcontact.com/index.jsp?pn=YOURPARTNERNAME>



8 Steps to Getting Started with the Business Partner Program

Step 6: Use the Partner Extranet

Where to find it: Under **Quick Links** in the Business Partner Console



The screenshot shows the Constant Contact Business Partner Console. The 'Quick Links' menu on the left has 'Partner Extranet' highlighted with a yellow box. The main content area displays account information and tables for 'My Constant Contact Account' and 'My Managed Accounts'.

Company Name	Username	Login	Subscribers	Status	Last Login
Constant Contact	cc_franchise		3126	Open	10/25/2007 at 12:51PM

Company Name	Username	Login	Subscribers	Status	Last Login
JumpBunch, Inc.	bunchymd		1037	Open	10/31/2007 at 12:29PM
cc testing	housemaster52		1	Trial End	04/16/2007 at 04:07PM
Effective Communication Associates, LLC	ecallc		1728	Canceled	07/12/2006 at 10:33AM

The Partner Extranet provides you with marketing tools for educating, promoting and selling email marketing to your clients. We have compiled our most effective marketing materials and made them available to you. Most of them are in formats that allow for you to brand them with your company logo, URL, address and contact information. Marketing materials include:

- Banners
- PR Guide
- Marketing copy for your website
- Success stories of other business partners
- Logos
- Presentations
- Sell Sheets
- Whitepapers

8 Steps to Getting Started with the Business Partner Program

Step 7: Review Your Partner Reports

Where to find it: Under **My Partner Reports** in the Business Partner Console.

The screenshot shows the Constant Contact Business Partner Console. The left sidebar contains a navigation menu with the following items: Home, Accounts (Search, Manage Account, View Managed List, View All, Create New Account), Single Billing (Start Program), **My Partner Reports** (Activity Detail-Date, Activity Detail-Company, Activity Summary-Date, Revenue Detail-Date, Revenue Detail-Company, Revenue Summary-Date), and Quick Links (My Co-Branded URL, CC Login, Partner Extranet, Learning Center, user community). The main content area includes a 'Welcome Partners' section with 'Business Partner Since: 08/19/2005', a 'My Account Info' section with 'Total Number Of Signups: 145', 'Date Of Last Signup: 10/22/2007', 'Total Number Of Registered: 64', and 'Date Of Last Register: 10/29/2007', and a 'What's New' section with 'New Sell Sheets'. Below these are two tables: 'My Constant Contact Account' and 'My Managed Accounts'.

Company Name	Username	Login	Subscribers	Status	Last Login
Constant Contact	cc_franchise		3126	Open	10/25/2007 at 12:51PM

Company Name	Username	Login	Subscribers	Status	Last Login
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cc testing	housemaster52		1	Trial End	04/16/2007 at 04:07PM
Effective Communication Associates, LLC	ecallc		1728	Canceled	07/12/2006 at 10:33AM

Online Partner Reporting allows you to check your signup and revenue activity at any time. The tool provides you with reports detailing your success, including information on your trial signups, paying customers and revenue share data. Activity reports help you keep track of who signs up, when they sign up and whether they are trialers or paying customers. Different from the Activity reports, the Revenue reports help you keep track of who has paid, how much they have paid and the partner's percentage of their payment.

Please note the Constant Contact payment policy:

You will be paid within 30 days from the end of the month when your total revenue share amount exceeds \$250, or you will receive payment monthly if your revenue share exceeds \$100/month. It is important that you make all necessary changes to your mailing address, contact information and phone number by clicking on **My BP Account** in the top navigation bar so that the check goes to the right place. In addition, Constant Contact encourages you to receive payments electronically via EFT.



8 Steps to Getting Started with the Business Partner Program

Step 8: Getting Started!

Now that you have been introduced to the tools and resources available to you as a Business Partner, it's time to put those tools to use. Here is an easy checklist to help you do this:

- Verify that the account listed in the **My Constant Contact Account** section of the Business Partner console is the correct one to use as your free Constant Contact account.
- Verify that your logo on your co-branded URL is displaying correctly and linking back to your website. If not, email businesspartner@constantcontact.com
- Send an email to businesspartner@constantcontact.com to notify the Business Partner team of any Constant Contact accounts you created for your clients before joining the program.
- Add a page to your website that promotes your Email Marketing Services and links to your co-branded marketing page. Be sure to include a Constant Contact logo and banner, which can be found on the Partner Extranet.
- Use the **Introducing Constant Contact** template in your free Constant Contact account to announce your partnership with Constant Contact and promote the service to your clients.
- Attend the Business Partner Orientation webinar. You can register under the **What's New** section of the Business Partner Console.
- If you are offering email marketing services such as graphic design, content development or data analysis, use the **Promoting Your Services** template in your free Constant Contact account to send a campaign to your clients.

Still have questions?

Visit the **Get Help** section under **Quick Links** in the Business Partner Console.



8 Steps to Getting Started with the Business Partner Program

Other Resources

Business Partner Webinar: The Business Partner Orientation webinar will teach you how others have built their business around Constant Contact and how they successfully use Constant Contact as their platform for email marketing. Visit the **What's New** section of the Business Partner Console to register for the next webinar.

Learning Center: www.constantcontact.com/learning-center

Here you will find live and on-demand webinars and tutorials about email marketing and the various features of Constant Contact. Both you and your clients can learn about the basics of creating and sending email campaigns and online surveys.

Business Partner Program Support: Our toll-free support is available every business day at **866-811-1344**, option 1. Our Business Partner team is available to help you with your program needs.

Product Customer Support: Our toll-free support is available every business day from 9am to 9pm EST at **866-811-1344**, option 2. Our Customer Support consultants are specially trained to support our Business Partners. To ensure that Customer Support provides the highest level of service, please have the username available for the account you are calling about. Constant Contact also offers a comprehensive knowledgebase with searchable FAQs—view all of our support options by clicking on the **Customer Support** link on the bottom of the Constant Contact website.

