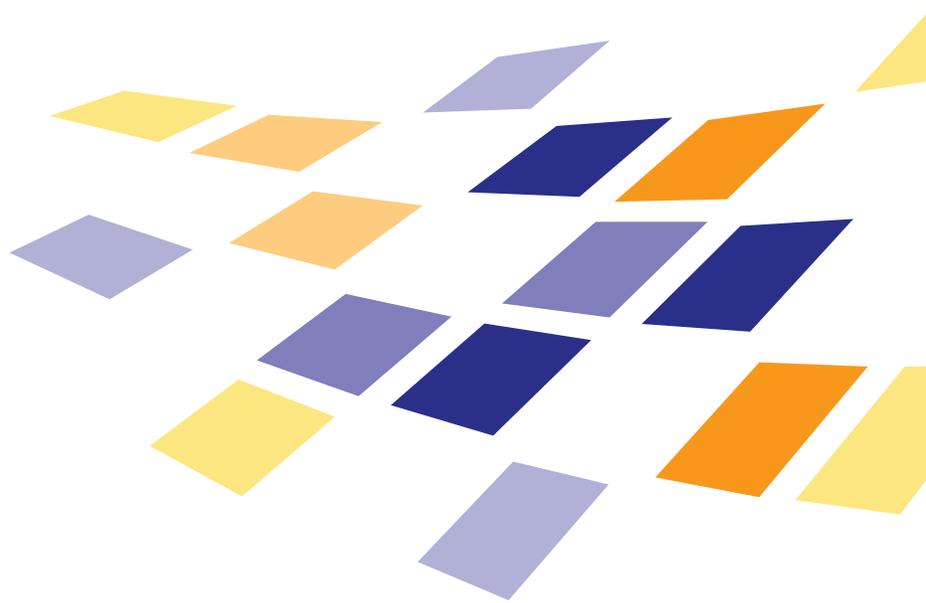


7 Steps to Getting Started with the Constant Contact Business Partner Program



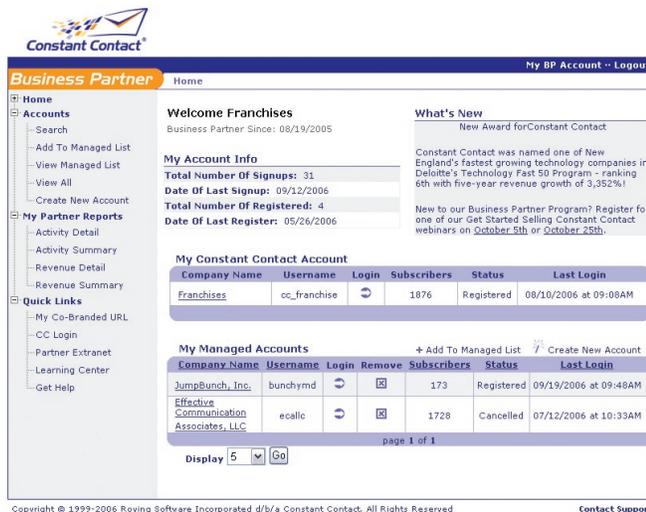
7 Steps to Getting Started with the Constant Contact Business Partner Program

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

Where to find it: <https://bpconsole.constantcontact.com>



The screenshot shows the Constant Contact Business Partner console interface. It features a navigation menu on the left with options like Home, Accounts, My Partner Reports, and Quick Links. The main content area includes sections for 'Welcome Franchises', 'My Account Info', 'What's New', 'My Constant Contact Account', and 'My Managed Accounts'. The 'My Managed Accounts' section contains a table with columns for Company Name, Username, Login, Remove, Subscribers, Status, and Last Login.

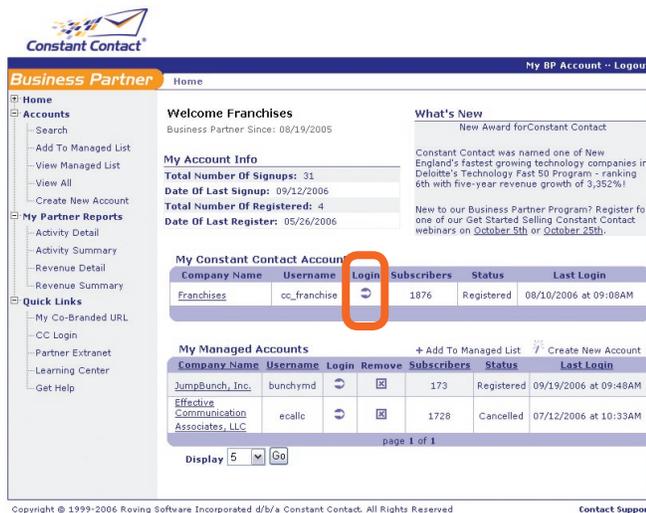
Company Name	Username	Login	Remove	Subscribers	Status	Last Login
Franchises	cc_franchise			1876	Registered	08/10/2006 at 09:08AM
JumpBunch, Inc.	bunchymd			173	Registered	09/19/2006 at 09:48AM
Effective Communication Associates, LLC	ecallc			1728	Cancelled	07/12/2006 at 10:33AM

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.

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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 homepage. The 'My Constant Contact Account' section is highlighted with a red box around the 'Login' button. The page includes a navigation menu on the left, a 'Welcome Franchises' section, 'My Account Info' with statistics, 'What's New' section, and two tables: 'My Constant Contact Account' and 'My Managed Accounts'.

Company Name	Username	Login	Subscribers	Status	Last Login
Franchises	cc_franchise	↻	1876	Registered	08/10/2006 at 09:08AM

Company Name	Username	Login	Remove	Subscribers	Status	Last Login
JumpBunch, Inc.	bunchymd	↻	<input checked="" type="checkbox"/>	173	Registered	09/19/2006 at 09:48AM
Effective Communication Associates, LLC	ecallc	↻	<input checked="" type="checkbox"/>	1728	Cancelled	07/12/2006 at 10:33AM

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:

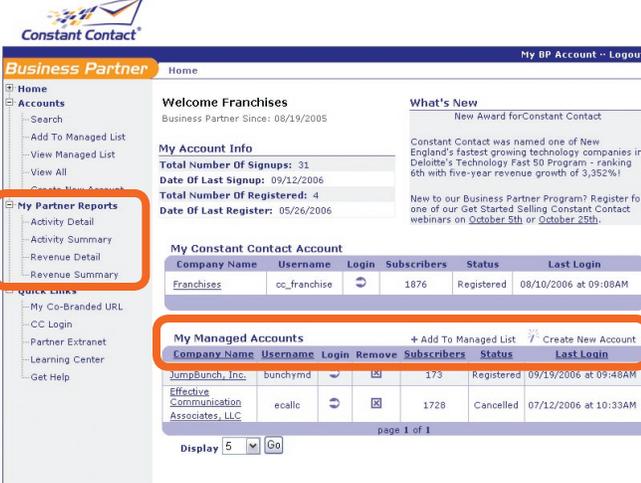
- **Joint Press Release:** makes available all of the necessary sections for standard press releases.
- **Introducing Constant Contact:** offers messaging to introduce your clients and prospects to email marketing from Constant Contact.
- **Promoting Email Marketing:** includes promotional messaging 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.

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.

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Step 3: 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 'My Partner Reports' highlighted in an orange box. The main content area includes sections for 'Welcome Franchises', 'My Account Info', 'My Constant Contact Account', and 'My Managed Accounts'. The 'My Managed Accounts' table is also highlighted in an orange box and contains the following data:

Company Name	Username	Login	Remove	Subscribers	Status	Last Login
JumpBunch, Inc.	bunchymd	<input type="checkbox"/>	<input type="checkbox"/>	173	Registered	09/19/2006 at 09:48AM
Effective Communication Associates, LLC	ecallc	<input type="checkbox"/>	<input type="checkbox"/>	1728	Cancelled	07/12/2006 at 10:33AM

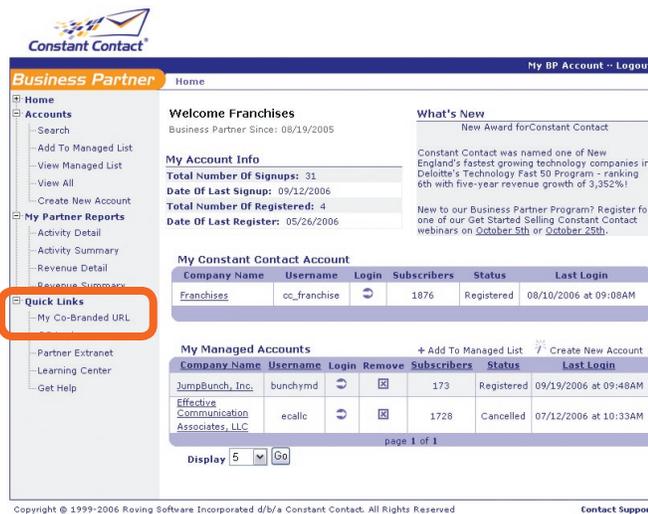
There are two ways Constant Contact accounts can be opened for your clients: your clients can click on your co-branded URL to open the account directly, or you can open and manage your clients' Constant Contact account for them using the *Create New Account* link in the Accounts section of the Business 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 usernames and login to the managed account easily. If your clients 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*. All of your clients' accounts will be listed, including the managed accounts opened in step 1.
- If you have clients with Constant Contact accounts opened 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 you, but please allow 3-5 days for processing, at which time you will receive a confirmation email that the account has been moved.

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Step 4: Promote and Publish Your Co-Branded URL

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



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:

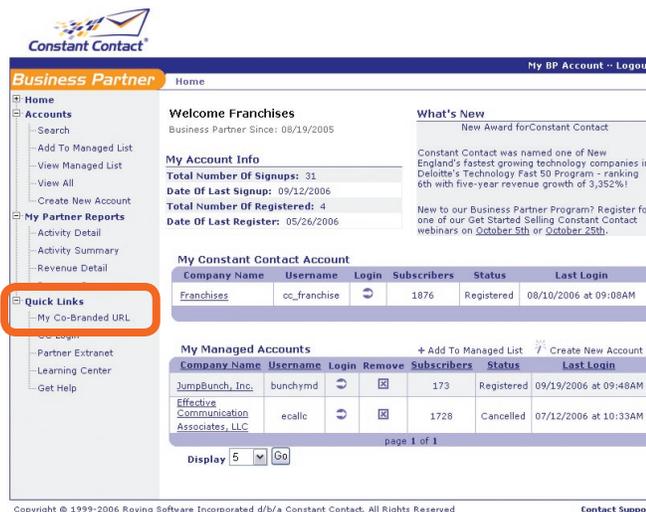
- Website
- Brochures
- Direct mail pieces
- Business Cards
- Trade show handouts
- Yellow pages advertising
- Business stationary
- Email signature

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! Remember, your URL will be:
<http://www.constantcontact.com/index.jsp?pn=YOURPARTNERNAME>

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

Step 5: 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 left sidebar contains a 'Quick Links' menu item, which is highlighted with a red box. The main content area displays the following information:

- Welcome Franchises:** Business Partner Since: 08/19/2005
- My Account Info:**
 - Total Number Of Signups: 31
 - Date Of Last Signup: 09/12/2006
 - Total Number Of Registered: 4
 - Date Of Last Register: 05/26/2006
- My Constant Contact Account:**

Company Name	Username	Login	Subscribers	Status	Last Login
Franchises	cc_franchise		1876	Registered	08/10/2006 at 09:08AM
- My Managed Accounts:**

Company Name	Username	Login	Remove	Subscribers	Status	Last Login
JumpBunch, Inc.	bunchymd		<input type="checkbox"/>	173	Registered	09/19/2006 at 09:48AM
Effective Communication Associates, LLC	ecallc		<input type="checkbox"/>	1728	Cancelled	07/12/2006 at 10:33AM

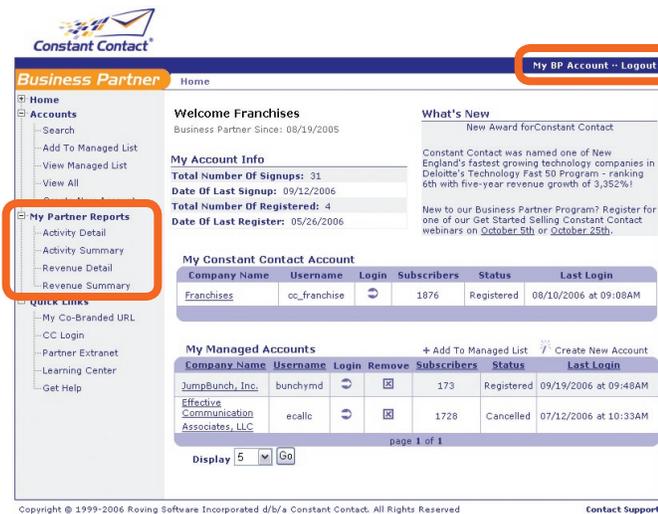
The Partner Extranet provides you with marketing tools for educating, promoting and selling email marketing to your clients. We have compiled our most effective **marketing materials** and made them available to you. Most of them are in formats that allow for you to brand them with your company logo,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

- Banners and logos
- Brochures
- Presentations
- Whitepapers
- Success stories of other Business Partners
- Marketing copy for your website
- Press release templates

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Step 6: 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 interface. The 'My Partner Reports' menu item is highlighted with a red box. The main content area displays account information and reports for 'Franchises'.

My Account Info

Business Partner Since: 08/19/2005

Total Number Of Signups: 31
Date Of Last Signup: 09/12/2006

Total Number Of Registered: 4
Date Of Last Register: 05/26/2006

What's New

New Award for Constant Contact

Constant Contact was named one of New England's fastest growing technology companies in Deloitte's Technology Fast 50 Program - ranking 6th with five-year revenue growth of 3,352%!

New to our Business Partner Program? Register for one of our Get Started Selling Constant Contact webinars on [October 5th](#) or [October 25th](#).

My Constant Contact Account

Company Name	Username	Login	Subscribers	Status	Last Login
Franchises	cc_franchise		1876	Registered	08/10/2006 at 09:08AM

My Managed Accounts

Company Name	Username	Login	Remove	Subscribers	Status	Last Login
JumpBunch, Inc.	bunchymd			173	Registered	09/19/2006 at 09:48AM
Effective Communication Associates, LLC	ecalic			1728	Cancelled	07/12/2006 at 10:33AM

page 1 of 1

Display 5 Go

The 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. Each report can be viewed on the screen, or exported to a .CSV file.

Please note the Constant Contact payment policy: You will receive a check within 30 days of your total revenue share amount exceeding \$250, or receive a check monthly if your monthly revenue share exceeds \$100. It is important that you make all necessary changes to your company name, address, contact and phone number by clicking on *My BP Account* in the top navigation bar.

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

Step 7: Get 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 follow to help you do this:

- Verify that the account listed in the *My Constant Contact Account* section of your console is the correct one to use as your free Constant Contact account.
- Verify that your logo on your co-branded marketing pages is displaying correctly and linking back to your website.
- Send an email to businesspartner@constantcontact.com to notify the Business Partner team of any Constant Contact account's 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.
- 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.
- Use the *Create New Account* function in the Business Partner Console to create accounts for your clients
- Still have questions? Visit the *Get Help* section under *Quick Links* in the Business Partner Console.

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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 an email campaign.

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 web page