

Business Partner Program Statement of Work Guidelines



Business Partner Program

Statement of Work Guideline



When you're pursuing new projects with prospects and clients, there's no substitute for a clear and complete Statement of Work (SOW). An effective SOW helps ensure that you and your client are in 100-percent agreement about the scope of the work to be completed along with responsibilities, costs, and timeframes. On the following pages, you'll find our recommendations for how you can optimally structure a SOW for a wide variety of services and engagements.

Strategy Session/Needs Assessment

You can help your clients understand their progress with their online marketing strategy, help them quantify their goals and objectives, and create a plan to achieve their marketing objectives. While Constant Contact does not offer these services, many of our Business Partners do.

Strategy and Planning	Suggested Pricing
Online marketing strategy review	\$1,000 to \$3,000
Online marketing strategy development	\$3,000 to \$5,000
Email marketing strategy and plan creation	\$1,000 to \$5,000

All prices are in US dollars and may vary based on your location and the complexity of your client's business.

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Email Marketing Launch Services/Account Setup

Your clients may prefer you to set up their Constant Contact account and help them start their first email campaign. Help with most of these services is available through Constant Contact's Professional Services.



Account Set Up Services	Constant Contact Price to Business Partners*	Suggested Pricing
<p>Account Set Up</p> <ul style="list-style-type: none"> List upload and segmentation Set email display and signature information Creation and insertion of website signup link and form on website Creation of change of interest/update profile emails Creation of "forward to a friend" email Creation of welcome letter for new registrants <p style="text-align: right;">Constant Contact Quick Start</p>	\$69	\$100 to \$200
<p>Template Creation and Branding</p> <ul style="list-style-type: none"> Selection of appropriate template(s) Customization of selected email campaign formats using client's color scheme, branding, logos, and URLs. <p style="text-align: right;">Constant Contact Template Creation</p>	\$280 to \$420	\$400 to \$800
<p>Campaign Execution</p> <ul style="list-style-type: none"> Email content development, including subject line Permission reminder Image loading and resizing Email scheduling and sending <p style="text-align: right;">Constant Contact Campaign Creation</p>	\$140	\$200 to \$300
<p>Account Set Up Services</p> <p>Additional work/job specific</p> <ul style="list-style-type: none"> Reporting analysis (opens, bounces, unsubscribes) Campaign modifications <p style="text-align: right;">Constant Contact Rate per Hour</p>	\$75 to \$200	varies depending on total hours

All prices are in US dollars and may vary based on your location and the complexity of your client's business.* prices reflect 30% Business Partner discount

Special Discount for Business Partners

Don't have the time or resources to create email templates – but still want to offer custom designs? Enjoy a 30 percent discount off our custom design services. You can offer clients more value without worrying about design time and cost overruns. Find out more at <http://www.constantcontact.com/services>

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Monthly/Quarterly Coaching

Your clients may request ongoing assistance to ensure their email campaigns are effective, their email is being opened, and that they continue to improve their campaign metrics. You may want to offer these services on a monthly or quarterly basis.

Ongoing Email Marketing Services	Suggested Pricing
<p>Monthly/Quarterly Account Assistance</p> <p>Review of strategy/marketing plan goals</p> <ul style="list-style-type: none">• List maintenance (imports, bounces, unsubscribes)• New campaign design and format• Content development/recommendations• Campaign analysis and reporting• Plan revisionsEmail marketing strategy and plan creation	<p>\$200 to \$1,000 dependent on scope</p>

All prices are in US dollars and may vary based on your location and the complexity of your client's business.

Training

Constant Contact offers a variety of **free services** to help your clients become proficient with Email Marketing.

- Daily live product demos show how various features of the product work
- Live webinars assist with specific aspects of building a campaign
- Recorded tutorials help your clients succeed
- Campaign consultants answer your clients' questions
- Online Learning Center at

<http://www.constantcontact.com/learning-center>

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Comprehensive Client Management

Some of your clients will not have the time, experience, or resources to manage their own email marketing campaigns. For them, you may want to ensure their success by offering a complete campaign management service.

Comprehensive Client Management	Suggested Pricing
<p>Relationship Management Services</p> <ul style="list-style-type: none"> • Marketing strategy/plan development • Account set up • Template creation and branding • Campaign execution • Ongoing account maintenance • Results review and analysis 	<p>\$500 to \$2,000/month</p>
<p>All prices are in US dollars and may vary based on your location and the complexity of your client's business.</p>	

Additional Email Marketing Services

Not all clients are beginners. Some are familiar with email marketing and may have used Constant Contact for some time but look to you for more advanced services.

Email Marketing Services	Constant Contact Price/Cost to Business Partners	Suggested Pricing
<p>Custom Template</p> <p>Includes:</p> <ul style="list-style-type: none"> • Creative development • Brand matching • Image/graphic selection • Loading template into account 	<p>Depends on campaign type and scope</p>	<p>\$200 to \$1,000</p>
<p>Campaign Copying</p> <p>Includes:</p> <ul style="list-style-type: none"> • Copying draft campaign into additional accounts 	<p>\$100/\$150</p>	<p>INFO TO COME</p>
<p>Content Creation/Copywriting</p> <p>Includes:</p> <ul style="list-style-type: none"> • Campaign concepts and direction • Schedule of articles/issues 	<p>Not at this time</p>	<p>\$200 to \$500</p>
<p>All prices are in US dollars and may vary based on your location and the complexity of your client's business.</p>		

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Complementary Services

When small businesses look to grow, many of them look for comprehensive marketing services to complement their email marketing efforts and to present themselves in a professional manner. Below are a few of the services currently being offered by some Constant Contact Business Partners..

Comprehensive Client Management	Suggested Pricing
<p>Web Development/Design</p> <ul style="list-style-type: none"> • Custom website design • Website set up • Website hosting • SEO consideration • Visitor activity reporting • Tools for self-management 	<p>\$2,000 to \$10,000</p>
<p>Brand Identity Package</p> <ul style="list-style-type: none"> • Logo development • Font selection • Color palette selection • Collateral design 	<p>\$300 to \$800</p>
<p>Search Engine Optimization</p> <ul style="list-style-type: none"> • Keyword analysis • Competitive market research • Website optimization • Search engine marketing recommendations • Ranking reports 	<p>\$500 to \$5,000</p>
<p>Public Relations</p> <ul style="list-style-type: none"> • PR strategy • Press release development • Press release distribution • Media kits 	<p>\$500 to \$5,000/month Fee depends on extent of strategy development and number of press releases distributed.</p>
<p>All prices are in US dollars and may vary based on your location and the complexity of your client's business.</p>	

Statement of Work Template

CLIENT INFORMATION

Contact Name	User Name	
Company		
Address	City, State	Zip Code
Phone	Website	Email Address

WORK DESCRIPTION: Relationship Marketing Strategy and Planning

[Company] will provide the following services.

- Meet with client to gather information regarding current and desired customer communications activities.
- Evaluate the client's current data collection processes and existing customer information.
- Develop a comprehensive communications strategy for client that will include: an analysis of customer acquisition strategies as they relate to the capture of prospective customer information; analysis of existing contact information and

strategies for supplementing information to maximize communications impact; and a communications framework including communication formats, frequency, content ideas and measurement.

COSTS:

■ Strategy Creation & Annual Plan \$ _____
TOTAL WORK ORDER AMOUNT \$ _____

WORK DESCRIPTION: Email Marketing Account Launch and Consultation Services

[Company] will provide the following services.

- Set up Constant Contact account with client's information, images, and contact information.
- Assist client with collection processes including insertion of sign-up form on website.
- Select and customize communications templates with client's colors, logo, and desired formatting.
- Upload client contacts into specified interest categories (lists).
- Using content provided by client, create initial campaign, review campaign with client, and send campaign on client's behalf.

- A week after completion of the campaign, provide client with a campaign impact report.
- Provide Constant Contact use training as specified below

COSTS:

■ Account Set Up & Campaign Creation: \$ _____
TOTAL WORK ORDER AMOUNT \$ _____
Additional Work Hourly Rate: \$ _____/Hr

WORK DESCRIPTION: Comprehensive Client Management

[Company] will provide the following services.

- Set up Constant Contact account with client's information, images, and contact information.
- Assist client with collection processes including insertion of sign up form on website.
- Select and customize communications templates with client's colors, logo, and desired formatting.
- Upload client contacts into specified interest categories (lists).
- Using content provided by client, create initial campaign, review campaign with client, and send campaign on client's behalf.
- A week after completion of the campaign, provide client with a campaign impact report.
- Provide Constant Contact use training as specified below

COSTS:

■ Initial Evaluation & Setup \$ _____
Campaign Creation & Delivery \$ _____
Monthly Maintainace \$ _____
Cost/Month \$ _____
TOTAL WORK ORDER AMOUNT \$ _____
Month Engagement \$ _____
Additional Work Hourly Rate: \$ _____/Hr

ADDITIONAL INFORMATION:

All required elements relating to the creation of a Constant Contact account, set up of collection processes, import of existing customer information, template creation, campaign creation, delivery, and results evaluation of an initial campaign.

It is anticipated that after the Set Up Services are completed that the client will manage their ongoing email campaigns.

[INSERT SPECIFIC INSTRUCTIONS – Requirements from client]

ALSO NOTE: The Customer will have a period of 30 calendar days after a template is accepted to report functional problems. After the 30 day period expires, any additional work required will be charged at an hourly rate.

Payment and Acceptance

(INSERT PAYMENT AND LEGAL TERMS)

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Client Acceptance of Work Order

Client Signature

Date

Need help? Have questions?
Call 1-866-811-1344
or email businesspartner@constantcontact.com

