

Solution Provider Program

Statement of Work Guidelines



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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 those services and engagements.

Many Solution Providers offer a wide range of services in support of their clients' email marketing and strategic marketing initiatives.

Strategy Session/Needs Assessment

You can help your clients understand their progress with their marketing strategy, help them quantify their goals and objectives, and create a plan to achieve their marketing objectives.

Strategy and Planning	Suggested Pricing
Online marketing strategy review	
Online marketing strategy development	
Email marketing strategy and plan creation	

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. Some of these services can be purchased from Constant Contact's Custom Services group at a discounted price.

Account Set Up Services	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>	
<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>	
<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>	
<p>Account Set Up Services</p> <ul style="list-style-type: none"> Additional work/job specific Reporting analysis (opens, bounces, unsubscribes) Campaign modifications <p style="text-align: right;">Constant Contact Rate per Hour</p>	

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 * Prices reflect 30% discount to Solution Providers.

Special Discount for Solution Providers

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

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Monthly/Quarterly Coaching for Email Marketing

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• Email marketing strategy and plan creation	

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Client 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 resources 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 complete campaign management service.

Comprehensive Client Management	Suggested Pricing
<p>Relationship Management Services</p> <ul style="list-style-type: none"> • Marketing strategy/plan development • Email Archive strategy and execution • Account set up • Template creation and branding • Campaign execution • Ongoing account and list maintenance • Results review and analysis 	
<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	Suggested Pricing
<p>Custom Template Creation</p> <p>Includes:</p> <ul style="list-style-type: none"> • Creative development • Brand matching • Image/graphic selection • Loading template into account 	
<p>Campaign Copying</p> <p>Includes:</p> <ul style="list-style-type: none"> • Copying draft campaign into additional client accounts 	
<p>Content Creation/Copywriting</p> <p>Includes:</p> <ul style="list-style-type: none"> • Campaign concepts and direction • Schedule of articles/issues • Writing articles 	
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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 Solution Providers.

Complimentary Services	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>Brand Identity Package</p> <ul style="list-style-type: none"> • Logo development • Font selection • Color palette selection • Collateral design 	
<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>Public Relations</p> <ul style="list-style-type: none"> • PR strategy • Press release development • Press release distribution • Media kits 	
<p>All prices are in US dollars and may vary based on your location and the complexity of your client's business.</p>	

Need help? Have questions?

Call
or email

