



# The Constant Contact Business Partner Program PROMOTIONAL PLAYBOOK

Getting started, getting up to speed,  
and getting results for your business  
with email marketing.



**Constant Contact**<sup>®</sup>  
Connect. Inform. Grow.



# We're glad you're a Constant Contact Business Partner!

Whether you've been a Partner for several years, or you joined the program more recently, this Promotional Playbook provides you with ideas and information about resources to market your new email marketing capabilities.

Like our Email Marketing and Online Surveys tools, we've designed the program and its marketing material to be easy for you to use and to make you a better spokesperson on the power of email marketing and online surveys. The materials are written in a way that will make clear sense to your clients and members, whatever their level of technical expertise, or even yours! You'll find most of what you need — everything from logos to press releases to white papers — on the **Partner Extranet**, which you can access via the **Business Partner Console**. Ready to get started?

## Follow this step-by-step marketing plan toward success.

Your successful Business Partner Program marketing plan encompasses tactics involving publicity, promotion, and your existing client relationships. If you really want to move the needle and get results, you should employ as many steps and marketing materials as possible, whenever appropriate.

## Resource locator key

Use the color key below:

■ **BLUE:** Links resources on the Partner Extranet.

■ **GREEN:** Links resources on ConstantContact.com

Constant Contact Business Partner

Welcome  
[Logout](#)

Home

Accounts overview

Accounts to date:	99
Total number of customers:	22

What's New

Keep Current

Check out Business P Beyond The July 22, 201

Are you rec

My Accounts

Company Name	Log In	Status
Sample Account Name	↻	Open
Sample Account Name	Log In ↻	Open
Sample Account Name	Log In ↻	Open
Sample Account Name	Log In ↻	Open
Sample Account Name	Log In ↻	Open

My Co-Branded URL Signups <http://www.constantcont>

Company	Status	Contacts*
Sample Account	Open	9136
Sample Account	Trial	43

Partner Extranet

Learning Center

User Community

Get Help

# Step 1.

## Learn email marketing best practices.

You'll get a solid, industry-proven foundation of best practices for email marketing and online surveys with our resources.

- Attend a Constant Contact **local seminar** in your area for hands-on training with one of our local experts on email marketing best practices, and networking with other small business owners. Or attend a live webinar.
- View Constant Contact's Partner **Success Stories** and the **Customer Examples** to see real-world stories about how other businesses and organizations have used email marketing and online surveys in their businesses and succeeded.
- Visit our **ConnectUp!**<sup>®</sup> online professional network to ask questions and get answers from other leaders of small businesses and organizations just like yours — and share your knowledge with others so you can be seen as an expert too!
- Check out our library of **white papers** that both you and your clients can use for quick, in-depth ideas on getting started with Constant Contact and why and how email marketing can help grow small businesses.

Email Marketing from Constant Contact

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

Constant Contact, Inc.  
1600 Tropic Blvd., Suite 200  
Waltham, MA 02461  
Phone: 1-866-811-1244

Constant Contact Resource Center

Community Education & Training Help & Support

ConnectUp! Community

Welcome, Guest. Please [Log In](#) or [Join Us](#) to Community

Find a Member Find a Business or Service

Welcome to the ConnectUp! Community

Start Connecting!

Be Part of our Community.

MEMBER SPOTLIGHT

CONNECTUP! POLL





## Step 2.

### Tell the world you're a Business Partner.

With these no-fail public relations resources, it's easy to get the word out.

- Download our **PR Guide** with tips and templates on how to reach out to the media about your new services.
- Capitalize on your Constant Contact partnership by sending the **press release template** to local media.
- Put Constant Contact **logos** and **banners** on your website and emails.
- Fill out your profile in the **ConnectUp! Business Service Directory**.

**PARTNER**  
your logo and colors here

**Press Release Sample**

**Draft for review**

**[Your Company Name] Joins Constant Contact's Business Partner Program**

**Program Provides \_\_\_\_\_ Clients with Effective and Affordable Tools to Build Strong, Lasting Customer Relationships**

CITY, STATE - DATE, YEAR- (Your company name) today announced they have joined Constant Contact's Business Partner Program. (Your company name) is able to provide their clients [in the xyz industries] with easy-to-use email marketing and online survey products to help them build strong, lasting customer relationships. Constant Contact®, Inc. ([www.constantcontact.com](http://www.constantcontact.com)) is a leading provider of email marketing and online survey tools for small organizations.

"Our customers are always looking for effective ways to grow their businesses," said [Your company executive]. "Constant Contact's customer communication tools give our clients a valuable addition to our core services. Constant Contact's ease-of-use and affordability made the partner program a great solution to meet our clients' marketing needs."

"Email marketing and online surveys are proven tools that help small businesses connect with their customers and build successful customer relationships," said Len Bruskiwicz, senior director, Partner Programs, Constant Contact. "We are pleased that (Your company name) chose Constant Contact to provide their clients with our products and services, and we look forward to working with them to help grow their clients' businesses."

As a Constant Contact Business Partner, (Your company name) is able to provide their clients with email marketing and online survey capabilities. With SpeakUp!™ Email Marketing, Constant Contact's email marketing product, (Your company name)'s clients can quickly and easily create professional-looking emails, manage contact email lists, measure email campaign results from clicks to open rates, and review who joined email lists. With ListenUp!™ Survey, Constant Contact's online survey product, (Your company name)'s clients have an easy-to-use tool to gain insight that will help them meet customer needs, generate new ideas, and grow their business or organization. ListenUp! Survey also helps (Your company name)'s clients analyze responses quickly, create targeted email lists based on survey responses, take action, and follow-up with relevant email communications.

About (Your company name)  
Add your company boilerplate (brief company descriptor) here.

EMAIL MARKETING FOR YOUR SMALL BUSINESS  
Prices as low as \$15 a month

**FREE 60-DAY TRIAL**  
START YOURS TODAY!

# Step 3.

## Educate your clients about the value of email marketing to small businesses.

An educated client is one that is more likely to take action when they have the information they need to make a sound decision and feel confident about it.

- Use the **sell sheets** for Email Marketing and Online Surveys as handouts in your waiting area or in your sales or media kits.
- Teach your prospects and clients about Constant Contact with the “Power of Email Marketing” **presentation** (in two versions, for businesses and nonprofits).



*"This marketing tool is the most effective way that I've found to reach our clients, and they love it that we keep in touch."*  
John Nelson, Accessoreez

**Email Marketing**

**Stay in touch. Stay connected. And build strong customer relationships.**

Today, it's all about staying in front of your customers. Communicating with them regularly. Reminding them of your value. And setting yourself apart from the "big guys." It's how you drive repeat business... get more referrals... and boost your business success.

**Build customer loyalty with email marketing**

Imagine your customers looking forward to messages from you. Permission-based email marketing does that... and more. It's a smart move for businesses to make today. It doesn't cost much. It saves time. And it's effective. That's why over 200,000 small businesses, nonprofits, and associations use Constant Contact to stay in touch - and stay connected

- with their customers. From engaging email newsletters... to money-saving email promotions... to inviting email cards, they're discovering that email communications get customers to take action... and think of their business first.

**We'll help you succeed with email marketing**

Through our partnership with Constant Contact, we can offer you the industry's leading email marketing tool. Thanks to its ease of use and flexibility, your email marketing program will be up and running in no time at all - driving revenue, referrals, and repeat business.

**For more information, call today!**  
**1-555-555-5555**

**PARTNER**  
your logo and colors here

**Constant Contact**  
Connect. Inform. Grow.

[Business Name]  
Phone: 555-555-5555  
Email: your@emailaddress@yourcompanyname.com  
Website: http://www.yourcompanyname.com



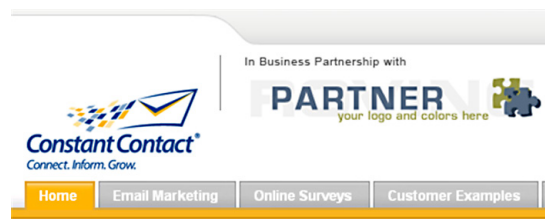


## Step 4.

### Market to your clients and prospects.

Marketing isn't just about making a splashy initial announcement. It's also about reminding everyone in every appropriate setting that you're a Business Partner and adept in email marketing and online surveys.

- Add your **Co-branded Partner URL** to all your online marketing so that those who sign up are credited to you.



- Include the **promotional copy** about Email Marketing and Online Surveys in your prospect and customer communications, and email footers.

**Partnerextranet**

- » [Welcome](#)
- Announce Your Partnership
  - » [PR Guide](#)
- Display Logos and Banners
  - » [Logos](#)
  - » [Banners](#)
- Educate Your Clients
  - » [Presentations](#)
- Learn Best Practices
  - » [Whitepapers](#)
  - » [Success Stories](#)
- Market to your Clients
  - » [Self Sheets](#)
  - » [Marketing Copy](#)
  - » [Grow Your Mailing List](#)
- Have Questions?
  - » [FAQs](#)
  - » [Contact Us](#)

**Marketing Copy**

Please choose what type of content you need from the list below:

- [General Company Information](#)
- [Email Marketing](#)
- [Survey](#)
- [Bundle — Email Marketing & Survey](#)

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**General Company Information**

**Body Copy—25 Words**

Constant Contact®, Inc.'s email marketing and online survey tools help small businesses and organizations connect to customers quickly, easily, and affordably—and build stronger relationships.

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**Body Copy—100 Words**

Constant Contact®, Inc. champions small businesses, associations, and nonprofits to help them connect with their customers, clients, and members easily and affordably. More than 275,000 organizations worldwide use Constant Contact's industry-leading email marketing and online

## Step 5.

**As you can see, the Constant Contact Business Partners Extranet has plenty of excellent resources to promote e-mail marketing to your clients and prospects.**

When you're ready to take it to the next level — integrating e-mail marketing within your business — Constant Contact has just what you need. Request your free copy of our comprehensive *Statement of Work Guide* that contains savvy tips for structuring your proposals. We also have *Business Builder* sheets that help you get the most from your Business Partner membership. They're all free — just call your Business Partner Team Representative.

**Questions? Call 1-866-811-1344**  
or email [businesspartner@constantcontact.com](mailto:businesspartner@constantcontact.com)



## “Best Customer Service Team”

In recognition of our unwavering commitment to our customers, Constant Contact is proud to be the recipient of the Stevie® Award for “Best Customer Service Team” from the 2008 American Business Awards. With our unlimited tech support and coaching that’s available to you every step of the way, you’ll keep your business moving.

**Need help? Have questions?**

**Call 1-866-811-1344**

or email [businesspartner@constantcontact.com](mailto:businesspartner@constantcontact.com)

