



Email Marketing and Online Surveys
from Constant Contact

Business Partner's Guide to Growing Your Business

Constant Contact®, Inc.
1601 Trapelo Road, Suite 329
Waltham, MA 02451
Phone: 1-866-811-1344



Why Should You Partner with Constant Contact?

The Constant Contact Business Partner Program is an ideal opportunity for:

- Marketing Consultants
- Ad Agencies
- Web Developers
- Web Designers
- Vertical Industry Consultants
- Software Providers

Because you want to help your clients grow their business and, in turn, grow your own business.

As a Constant Contact Business Partner, you have the opportunity to offer expanded services to your clients and help them build relationships with their customers. Constant Contact's email marketing and online survey products are easy to use – and easy to market – online tools that not only complement, but enhance your suite of offerings.

Whether you target nonprofits, associations, business-to-business, restaurants and hotels, or retail customers, you can use Constant Contact's products as the foundation for a thriving marketing practice. If you use Constant Contact to send your own email promotions or e-newsletters, you already know the benefits of using Constant Contact: easy-to-use templates and wizards, industry-leading (and free) customer service and support, and affordability.

Now you can offer these benefits to your clients – and grow your business – by becoming a Constant Contact Business Partner. Partnering with Constant Contact is a win-win: while you're growing your business, you're helping your clients grow theirs through email marketing and online surveys.

The Business Partner Program lets you determine the level of involvement with your clients that works best for you – from simply referring clients to a co-branded landing page to managing all aspects of their email marketing campaigns.

Best of all, the Business Partner Program is easy to join and free. Simply sign up as a Business Partner today to begin offering Constant Contact to your clients.

Free Account

Once you become a Business Partner, you're given one account - for up to 5,000 contacts - at no cost to you, no matter how many emails you send each month. Your free account includes six marketing templates designed for you to promote your products and services along with Constant Contact's. Depending on the size of your list and your activity, this saves up to \$150 per month. This is our way of thanking you for promoting Constant Contact.



Business Partner Program Benefits

As a Constant Contact Business Partner, you'll enjoy a number of benefits and resources, including:

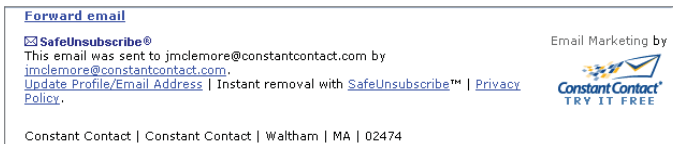
Email footer linking back to your co-branded URL

Co-branded landing page with example business logo.

Co-Branded URL and Landing Page

Your co-branded URL controls how your clients sign up for Constant Contact and allows you to get credit for these accounts under the Business Partner Program. You can use this URL to promote Constant Contact on your blog and website, and in your e-books and reports, direct mail pieces, and other promotional materials. Each time someone opens a Constant Contact account using your URL, you'll receive credit for this account.

Your co-branded URL is also embedded in the Constant Contact logo located in the footer of all emails you send using your free Business Partner account. If someone clicks on the logo and then signs up for Constant Contact, that account is credited to you. Many of our Business Partners tell us this is the single easiest way to build their account list.



In addition, we'll develop co-branded landing pages for you. Simply send us the URL where your business logo is hosted, and we'll set up sales pages that include all the information people need to sign up for Constant Contact.



Business Partner Program Benefits

"In order to achieve success, small businesses must have a web marketing plan in place – and part of that plan should include email marketing. We use Constant Contact to keep in touch with our clients and to educate them on how they can build their businesses through email and web marketing and recommend they do the same."

— Rich Brooks
Flyte New Media, Inc.

Revenue Share

Whether you personally sign on a new client to Constant Contact, or a business signs up via your co-branded URL, you'll earn 15 percent of the monthly net revenues for each paying account. You also have an opportunity to increase your revenue share percentage as you increase the number of clients with paying Constant Contact accounts.

Marketing Materials

To save you time and effort, the Business Partner Extranet has all the promotional materials you need to market Constant Contact to your clients and customers, including electronic versions of online banner ads, trade show handouts, logos, presentations, and direct mail pieces. You'll also find information on how best to promote the benefits of email marketing and online surveys to your clients.

Console for Account Management and Reporting

With the Business Partner Console, you can quickly and easily open new accounts, manage your clients' accounts, view their account activity, and download Revenue Share reports.

Start-up Guide

Once you become a Business Partner, you'll receive "7 Steps to Getting Started with the Constant Contact Business Partner Program," a detailed guide that explains how to access your Console and free account, and offer tips for promoting your co-branded URL and helpful hints on using the Partner Extranet.



Using Constant Contact To Grow Your Business

To help you – and your clients – grow your businesses, Constant Contact offers two products:

“Constant Contact offers just as much functionality as larger companies enjoy with their ‘enterprise software,’ but at a far lower cost. Constant Contact’s value-add is that, in addition to providing an engine for easily sending out email, they also provide expertise on how to be a better email marketer. This sets them apart from other companies.”

— Tom Casale
Simplified Solutions

SpeakUp!SM Email Marketing and ListenUp!SM Survey

SpeakUp! Email Marketing

SpeakUp! Email Marketing helps your clients create high-impact, professional-looking emails – fast and with no technical expertise – and build strong, successful, and lasting relationships with their customers, clients, or members. With SpeakUp! Email Marketing, your clients will enjoy the following benefits:

- **Customized templates** – With more than 200 easily-customized HTML email templates and step-by-step email wizards, you can help your clients create visually compelling email newsletters, promotions, announcements, and more.
- **Targeted lists** – Constant Contact lets you create targeted lists – an important benefit when your clients have multiple services or niche industries.
- **Campaign reporting** – View click-through rates, new subscribers, and who opened and clicked on links. You can also find out how many people forwarded emails to friends and colleagues.
- **Budget-friendly pricing** – With prices starting as low as \$15 per month, SpeakUp! Email Marketing is one of the most cost-effective direct marketing methods you can offer your clients to help them get their messages out.



Using Constant Contact To **Grow Your Business**

Both **SpeakUp!**
Email Marketing
and ListenUp!
Survey come with a
Free 60-Day Trial.
Try it Now!

SpeakUp!SM Email Marketing and ListenUp!SM Survey

ListenUp! Survey

ListenUp! Survey makes conducting online surveys simple, fast, and highly affordable – no technical or market research skills are required. With this product, you and your clients will enjoy:

- **Survey templates** – With more than 40 professionally written survey templates – from member satisfaction to testing new products – creating surveys for your clients (or having them do it themselves) is a snap.
- **Market insight** – Your clients can ask their audience what type of information they want to see in the e-newsletter or ask current clients how they use their products or services. You can then create targeted communications to help them attract more clients.
- **Easy-to-read results** – Full-color charts and graphs make it easy to interpret results and uncover revealing trends and patterns.
- **Affordable pricing** – Other survey tools can cost hundreds of dollars. ListenUp! Survey starts as low as \$15 a month and is one of the most cost-effective ways to gain insights, new ideas, and knowledge.



Services You Can Offer to Your Clients

When you become a Business Partner, you decide which services you will offer to your clients. Many of our Business Partners offer one or more of the following email and marketing services:

Template Design

Although Constant Contact offers easy-to-use templates, your clients aren't limited to using them. If you're a web designer or partner with one, you can design custom templates incorporating your clients' branding and logos.

Newsletter Copywriting

Many small business owners and their employees simply don't have time to write an e-newsletter every month and are happy to outsource this work.

Direct Response Copywriting

Help your clients achieve higher conversion rates with professional direct response copywriting. Whether you do it yourself or have another vendor do it, you'll be helping your clients increase their revenues and email campaign success rates.

Complete Email Campaign Management

Some businesses are very happy to hand email campaigns and newsletters over to specialists who can manage the projects start to finish. Using Constant Contact is a great way to grow profits without having to spend a bundle on technology or additional software.

Campaign Reporting

For this service, some of our Business Partners charge a small fee or incorporate the cost into project fees. However you do it, your clients will appreciate you helping them understand what all the numbers mean – and how they can use the data to improve future campaigns.

List Building

Because they're often busy putting out fires, small business owners don't have time to come up with unique tactics for growing their lists. By offering this service, you build your marketing expertise while helping your clients increase their revenues through email marketing and online surveys.

"Email marketing is an integral part of our business. By partnering with Constant Contact we're able to effectively reach prospects through educational seminars, offer our clients the level of service best suited to their business, and most importantly, help them achieve real results."

— Michelle Girasole
Precision Web Marketing

Have Questions? Call 1.866.811.1344, press option 1 to speak to someone on our dedicated Business Partner team.

