



Email Marketing
from Constant Contact

Constant Contact Business Partner Program Public Relations Guide

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Business Partner Program Public Relations Guide

Welcome to the Constant Contact Business Partner Program! We're excited that you are partnering with us to provide your clients with email marketing and/or online survey products from Constant Contact. We look forward to working with you and will provide all of the tools you need to market Constant Contact to your clients and effectively announce our partnership to the media.

This guide is designed to help you conduct your own public relations efforts in conjunction with Constant Contact. Public relations is a useful tool that, when used appropriately, can garner increased exposure for your company and this partnership in the media and online. The following information is solely for the use of Constant Contact Business Partners and cannot be shared with any outside parties.

This document includes:

- Guidelines for working with Constant Contact to maximize public relations opportunities.
- Tips for generating your own company publicity.
- A Business Partner press release template.

If you have ideas for a joint promotional activity with Constant Contact or would like to share either a customer story or your success as a Constant Contact Business Partner, please contact our Business Partner Team at businesspartner@constantcontact.com or **866.811.1344**, option 1.

As a Constant Contact Business Partner, we encourage you to send a press release to your local newspapers, magazines, trade outlets, and other parties you think would be interested in learning about your participation in the Constant Contact Business Partner Program. A sample press release can be found at the end of this document and the press release template is also included on the Partner Extranet.



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Approval process for your press release

Following are a few simple steps we ask you to follow prior to sending out your press release. This process will allow us to help you by ensuring that your press release is accurate and that you are reaching the appropriate audience. Please note that turn-around time for press release and quote approval may require up to seven business days.

1. Use the provided press release template as a guide when drafting your release. The format has been created as an outline for proper layout as well as appropriate wording. When drafting your release Constant Contact recommends copying the template as closely as possible.
2. Contact us via email at businesspartner@constantcontact.com **a minimum of 10 business days** before you would like to distribute your press release. In this email you must include all of the following:
 - An electronic copy of the press release you have drafted.
 - The date you are planning to send out your release.
 - A list of the outlets your release will go to (e.g., wire service, local publications, clients only, your own press list, posted on your website, etc.).

Please note: *Constant Contact reserves the right to alter/reject the release plans and potential audiences based on many factors including other press activities being conducted by Constant Contact directly.*

3. Constant Contact is happy to provide a supporting quote for inclusion in your press release. To obtain a quote, beyond the approved quote that is part of the enclosed press release template, please include a request in your initial email to: **businesspartner@constantcontact.com**.
4. Once you have submitted a complete email requesting press release approval to businesspartner@constantcontact.com, Constant Contact will review the press release, distribution list and your requested quote, make any necessary edits, and return the release and quote to you via email within seven business days.



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You may then finalize your press release and issue the approved release on the predetermined date to the media or other audience you specified.

Please note:

- If significant changes are made to the press release after receiving our approval, the new version of the release must be submitted to Constant Contact to ensure that all content is appropriate and accurate.
- If you decide to change the audience or media, you must notify Constant Contact of the change prior to distributing the release.
- An electronic copy of your finalized press release must be sent to Constant Contact for our records.

Tips for announcing your new email marketing and/or online survey offering to the press

Writing your press release:

Press releases are tools for succinctly communicating the basics of a news announcement, and should therefore be written in a journalistic style. As a general rule, this means they should:

- Include the most important information – the basic “who, what, when, where, why” – in the first and second paragraphs of the release. Quotes and less important information can then follow in subsequent paragraphs.
- Be no more than 1-3 pages in length.
- Always include your name and contact information – email address, phone and fax numbers, if applicable, at the bottom of the release.

For your reference, a sample press release is included in this guide and a press release template is available on the Partner Extranet to help you prepare your own press release to quickly and easily get the word out about your participation in the Constant Contact Business Partner Program.

Determining appropriate news outlets and contacts:

The news outlets and contacts you approach will depend primarily upon the focus of your business. Following are suggested media outlets to consider for your announcement:



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Local Media: these include city, town, and regional newspapers and journals in your area; and broadcast stations, including community radio and television stations.

Marketing Media: these include the marketing trade publications and marketing contacts at industry verticals (of your business) and general business (dailies, weeklies, and monthlies).

Small Business Media: these include the small business publications and small business contacts at industry verticals (of your business), general business (dailies, weeklies, and monthlies).

Associations: these include trade associations and membership organizations relevant to your industry and market.

Online: these include websites related to your industry, online discussion groups, chat rooms, and newsletters.

Online Press Release Services: these include paid wire distribution services.

To determine appropriate contacts at these outlets, you can call the main number for the publication and ask for the news desk or look the publication up online and find email addresses and phone and fax numbers. You'll also want to confirm the format in which a reporter prefers to receive information. Most reporters today prefer email.

Contacting news outlets and distributing your press release

Once you have identified the appropriate media contact, draft a brief email of no more than two short paragraphs about your offering, including a direct link to your website or co-branded landing page. Many reporters do not accept email attachments.



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When emailing them about your offering, copy and paste the text of your entire press release into your email message, in addition to attaching it.

Your email might look something like this:

Dear [Reporter's name here],

My name is [Your name] and I'm a [Web developer, Consultant, etc.] in the [City] area. I recently joined the Constant Contact Business Partner Program and I am offering a new email marketing and/or online survey product(s) that helps my clients build successful customer relationships. I thought you might be interested in learning about the product(s) and how my clients are able to cost-effectively use email newsletters and/or online surveys to better connect with their customers and prospects.

For more information, please see the below press release. You can also check out a sample email newsletter by visiting [www.mydomain.com]. Please don't hesitate to contact me if you would like more information about the Constant Contact Business Partner Program or my marketing products and services.

Sincerely, **Your name**

<Paste entire text of press release in email here>

Additional media outreach tips

Including examples of the following information in your brief email will help catch the reporter's attention.

- Press will likely be interested in understanding the benefits of offering an email marketing and/or online survey product(s) – tangible results that show how Constant Contact is boosting your business, in addition to how it benefits your clients in supporting their customer relations, communications, and business-building efforts.
- Any statistics that demonstrate the impact of working with Constant Contact is having on your bottom line, or any feedback you are hearing from customers or prospects would make interesting anecdotes for the press.
- Once you've sent your press release, it also helps to follow up with a telephone call to alert the reporter to your news and offer to help in any way if he/she would like more information.



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Wire services

You may be interested in paying a wire service to electronically distribute your news to newsrooms, agencies, financial and information providers, and web-based news services around the globe. To keep costs down, while ensuring that you gain maximum exposure for your release, we recommend you select a local, state or city wire distribution, which reaches local newspapers, television and radio and business journals, in addition to national wire services (such as Associated Press, Bloomberg, Dow Jones) and select national media.

At no extra cost, you can also select a particular trade and industry wire, such as “Marketing,” to have your press release reach the marketing publications and editors who cover “Marketing” as a beat.

In addition, your press release may be posted on the wire service site, and other online services and databases including:

- **Yahoo! Finance**
- **America Online**
- **Hoovers Online**
- **MarketWatch**
- **FT.com (Financial Times)**
- **Forbes.com**
- **FT.com (Financial Times)**

Below are links and contact information for the most widely used wire services:

BusinessWire

Website: www.businesswire.com

Phone: 1-800-227-0845 (corporate headquarters) or contact your **local bureau**.

Rates: The cost varies according to the distribution circuit and length of the release. Please contact them to view their current rates.

PR Newswire

Website: www.prnewswire.com

Phone: 1-888-776-0942

Email: information@prnewswire.com.

Rates: Please contact them to view their current rates.

There are also free online wire services available.



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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) 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 Bruskiwitz, 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!SM Email Marketing, Constant Contact's email marketing product, **(Your company name)**'s clients can quickly and easily create professional-looking emails, manage



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contact email lists, measure email campaign results from clicks to open rates, and review who joined email lists. With ListenUp!SM 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.

About Constant Contact, Inc.

Launched in 1998, Constant Contact, Inc. is a leading provider of email marketing and online survey tools for small organizations, including small businesses, associations, and nonprofits. To learn more, please visit **www.constantcontact.com or call (781) 472-8100.**

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Please direct all press inquiries to:

Your Company Name
Your Company Contact
Your Contact Title
Your Contact Email Address
Your Company Fax

