



Succeed with clients — you're practicing your craft.
Succeed as a Partner — you're perfecting it.

Make your Mark

with the Constant Contact

Partner Program

Welcome to the Program

We're excited that you've become our Partner

Here at Constant Contact, we're thrilled that you've decided to join forces with us. And as the acknowledged industry leader in Email Marketing, we're committed to putting our extensive resources to work for you to help you build your business.

After all, you're a huge asset for Constant Contact. *Your* success translates into *our* success. Because of your dedication — and ours — this will be a great partnership. We're very excited to be working with you — and look forward to many great successes together.

By partnering with us, you will make your mark!



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You've made a brilliant choice by joining our Partner Program!



This Welcome Kit will give you some excellent perspective...

The canvas is blank. But we're about to add some beautiful colors to your palette. Take a moment now to read through this Welcome Kit to see how you can **perfect the art of building your business with Constant Contact**. In this Kit, we'll tell you what you need to know, and show you how to make our products and services work for you.

Partner benefits like these will be your true inspiration

As one of our valued Partners, you can look forward to a wide array of exciting benefits. Feel the spark as you:

- ▶ **Enjoy being a Partner...for FREE.** There were no fees to join our Partner Program. And there won't be any fees down the road. It's totally FREE — with no strings attached, and no fine print. That's a big advantage over other partner programs out there.
- ▶ **Participate in generous revenue sharing or discounts (for single billing accounts only).** For every one of your clients who becomes a Constant Contact customer, you'll receive **at least 15%** of the revenue — with levels increasing as your volume grows. The more clients you bring in, the more you make!
- ▶ **Use your own FREE Constant Contact account.** You automatically get a FREE Constant Contact account, which you can use for Email Marketing, Online Survey, and Event Marketing to promote your business.
- ▶ **Offer FREE trials to all your clients.** They get a FREE 60-day trial to see just how much they can benefit from targeted email

campaigns with Constant Contact.
Get comprehensive marketing support. You have access to our online Partner Extranet that's loaded with marketing collateral, logos, banners, whatever you need to successfully promote Email Marketing to your clients. Visit often!

▶ **Take part in FREE professional seminars and training.** Enjoy FREE access to the popular Constant Contact Experts Program, a self-paced, online training program that strengthens your knowledge of Email Marketing, and prepares you to pitch it to your clients in a dynamic classroom setting. The perfect way to learn... And sell.

▶ **Benefit from FREE ongoing educational webinars, newsletters, and regional events.** They're all cutting edge and jam-packed with the knowledge, tips, and insights you need to maximize your Partner email revenues.

▶ **Receive early notice of Constant Contact product enhancements.** You and your clients will be the first to know — before we make any announcements to our other customers or the general public.

▶ **Take advantage of special offers from our Exclusive Partners.** Check out the offers on pages 5 - 6 of this kit. You'll be impressed.

Add a splash of black to your bottom line

As you can see, these Partner benefits will not only inspire you to enhance and expand your client relationships, they'll also put money in your pocket. It's no wonder our Partners are talking...

What our Partners say about the masterpieces they've created with Constant Contact

Here are a few snippets of what you can expect with Constant Contact (a quick portrait if you will) **in the words of Partners like you:**

Added value for J Rudny

Who does a leading web development and design firm like J Rudny turn to for the Email Marketing tools that drive their clients' businesses? Constant Contact — the industry leader.

"Our clients appreciate the fact that they have heard of Constant Contact so that when we tell them that we are a Partner, it's just another added value for us as a design company."

– *Jim Rudny, Founder*

A natural progression for Texas Travel Industry Association

When TTIA used Constant Contact to send out its email newsletters, its members were impressed. When TTIA became a Partner — and told its members it could help them use Constant Contact, too — hundreds of them signed up.

"It was a natural progression to offer Constant Contact to our members. This is an added resource for our smaller members, most of whom have small budgets and can't afford ad agencies. Part of TTIA's job is being a resource for our members, so it's nice to point them to a tool that helps them do their jobs better."

– *Sarah Ruh, Director of Communications and Marketing*

A standard feature for Brick Marketing

For clients who want to use search engine optimization (SEO), social networking, and email marketing to their full potential, Brick Marketing shows them the way. Brick Marketing's email partner? Constant Contact, of course.

"Our clients love it because it's quick and seamless and they don't have to worry about getting spam complaints. That is huge to them. Whenever we develop a new client website, Email Marketing with Constant Contact is a standard feature."

– *Nick Stamoulis, Founder*

The Program includes Partners of every stripe

See for yourself how Partners in your industry are building their businesses with Constant Contact

- Marketing Agencies and Consultants
- Software Application Developers
- Web Developers

Get started now — and make your mark with a Partner Program that's a thing of beauty

You and Constant Contact. Together, we're turning the sale of Email Marketing services into an art form — and dazzling customers with the power, speed, and cost-efficiency of Email Marketing campaigns.

- **Have you already watched our [Getting Started Tutorial](#)?** If not, watch it today — and learn how to use all the new Partner tools that are at your disposal.
- **Have you checked "[What's New](#)" in the Partner Console lately?** It's constantly being updated, so be sure to visit often to stay up to date on our latest webinars.
- **Have you linked to the Partner Extranet**, which you can access via the Partner Console? Just go to ConstantContact.com/partners/extranet/. Set a bookmark. Everything you need will be at your fingertips.
- **Have you started participating in our [Experts Program](#)?** This self-paced online training program will make you an Email Marketing expert, and help you sell.
- **Have you been to our [Learning Center](#)?** Find the resources you need, whether it's live webinars, product tutorials, thought-provoking articles, or everything in between.

Why wait?

Go to the
Partner Console now.



Bring in new clients – and master the art of getting your rewards

**When you succeed —
you deserve rewards.**



As a Partner, you get them.

When you bring in more accounts, you'll receive rewards that are expressly reserved for our most productive Partners — and gain access to knowledge and opportunities that enable you to build on your success. Here's a quick, look at what you get:

Give us your feedback

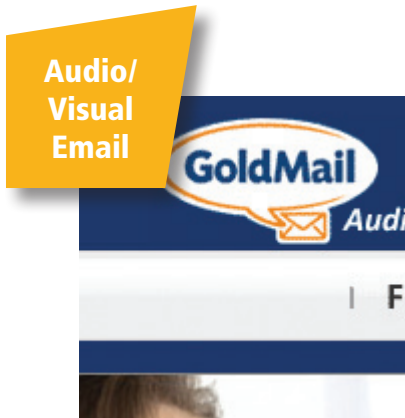
Are there incentives you'd like to see offered to Partners that you're not seeing in our gallery of rewards right now? Or other things about your relationship with Constant Contact that you'd like to change?

Tell your Account Management Team by calling

1-877-737-3552. You're our Partner — and we're eager to hear your ideas and suggestions.

Partner Levels	Silver	Gold	Platinum
Annual fee	\$0	\$0	\$0
What do I get at each level?			
Monthly revenue share or discount (for single billing accounts)	15%	30%	40%
Free account — get all Constant Contact products, plus early notice on product updates	Yes	Yes	Yes
Free training: You'll learn best practices, how to use our tools, and how to generate revenue as a partner	Yes	Yes	Yes
Dedicated account management team — Call or email anytime with your partnership questions	Yes	Yes	Yes
Free sales and marketing resources			
Access to Partner Extranet with custom marketing collateral like banners, sell sheets, and sales copy	Yes	Yes	Yes
Listing in the Constant Contact Partner MarketPlace	No	Yes	Yes
Getting Started Kit to get you up and running quickly	Yes	Yes	Yes
Client on-boarding help — We'll reach out to your customers who are using Constant Contact products so you can stay focused on your business	Yes	Yes	Yes
Referral revenue link — Make money from people you refer to Constant Contact, even if they're not your clients	Yes	Yes	Yes
Constant Contact PR announcement of partnership	No	Eligible	Eligible
Leads from Constant Contact — We'll send you business	No	Eligible	Eligible
Requirements			
Monthly revenue target	\$250/ month <small>All partners start at this level</small>	\$251- \$5000 <small>10+ paying accounts</small>	\$5001/ month <small>140+ paying accounts</small>
Constant Contact Expert Training Program	Yes	Yes	Yes

You'll find our special Partner offers are picture perfect



Click on the image to claim your offer

Discover your voice with GoldMail – **FREE for you and your clients**

Now, with a FREE GoldMail account, you can increase click-through, response rates and revenue — all while creating and strengthening personal relationships.

- Easily create audio and visual messaging that looks like a video, but is actually a recording of your voice over slide images — perfect for generating maximum impact.
- New GoldMail-friendly template can be located in the Constant Contact Basic Design Pack. Very easy to use.



Click on the image to claim your offer

Set your sights on a **FREE custom website** — with Network Solutions

It's so simple and it's FREE! Network Solutions provides you with the tools to create your own website... or create one for your clients (or they can do it themselves). You'll find that creating a site has never been easier.

- No technical skills are required.
- When you build your site, it will be backed by the Constant Contact Seal of Approval.

With our special Partner offers, it's easy to paint a pretty (exclusive) picture



Generate a record number of appointments — the easy way — with **FREE GenBook**

Why put up with the usual hassles of trying to schedule appointments with customers and prospects — with all that phone and email tag? Instead, use GenBook Online Appointment Scheduling, the “life-changing” software that turns website visitors into confirmed appointments.

- Books appointments online, in real-time, 24/7.
- FREE for Partners like you. Plus, you get a 25% discount on either of the Premium Feature editions.



Make payroll a cinch (and get 15% off) with **PayChoice®** today.

Spent too many hours managing payroll and doing HR paperwork? Then PayChoice is for you. This easy-to-use, online payroll, and HR solution will take the burden off of you — and give you the same time-saving convenience that’s being enjoyed by more than 125,000 businesses today.

- Services include payroll automation, tax, compliance, HR, retirement, and workers comp.
- 15% off for valued Partners like you.