

How to Make Money as a Constant Contact Partner

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Understanding and responding to your clients' unique marketing needs is key to your success as a Constant Contact Partner. This guide will help you increase your skills in finding and building repeat managed services revenue around Constant Contact and earning passive income via referrals.



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Defining your Value Proposition

Before you begin marketing your business to potential clients, it's helpful to define (or update) your mission and value proposition—understand why you're in business, so you can communicate this to your prospects. We've seen our partners go from good to great when they take the time to shine a light on what truly sets them apart, and can clearly communicate it.

In the service business, clients expect to see the value of the solution you propose, the endgame, and the measurable roadmap to get there. They need to see how your creativity and experience delivered value to others and how those clients have come out ahead from working with you.

To win, you must think like your clients and continually refresh your knowledge of their goals, needs and vision.

Asking the following questions of yourself will give you the answers you need to strengthen the pillars your business will be standing on in the future:

What are three things that make me different/better from my competitors?

Why would someone choose me over a competitor?

What are three things that we do poorly and need to improve on?

What does my ideal client look like? How can I fill their online marketing gaps?
Do I currently have clients like this, and can I focus on being an expert in a niche industry?

Am I consistently communicating my mission/values/services in all of my branding?

Finding Prospects and Building Lifelong Clients

The top of the funnel is where you seek to create awareness and demand in order to generate leads. These could be leads you develop from your attendance at events like trade shows, presentations that you deliver, or from networking. You can even generate leads from referrals or through optimizing your website to make it easier for leads to find you!

Use these 9 tips to find prospects:

01

Consider running your own event.

Hosting an event takes effort, but it's a great way for you to raise broader awareness of your business.

Become a Constant Contact Certified partner. With benefits like exclusive marketing materials, speaking opportunities, free webinar and seminar content with scripts, and event promotion—getting Certified is a game-changer. The best part? It's free!

[Learn more](#), hit the books (at your convenience), pass the exam, and join the Certified club.

Many current Certified partners work with their local Chambers of Commerce to offer seminars on email marketing.

02

Make it easy for prospects to find you.

Taking steps to improve your visibility on search engines is a must.

- Make your website easy to navigate. The easier it is for people to find relevant information, the more likely Google will be to pull your content into search results.
- Regularly publish new content. As your content starts to generate more traffic and engagement from your readers, Google will feature your content more prominently.
- Be social. Google recognizes the size of your social media following and the number of people sharing your content. These are reliable factors to consider when determining your credibility.
- Take control of your online listings. If your information differs from site to site it will confuse potential customers and could make it difficult for Google to identify your business. Make sure you set up a [Google My Business listing](#) to make sure you show up — especially for a local audience.

I post to my Google My Business profile every week to ensure I am visible to potential prospects.

Melanie Diehl of [Melanie & Co.](#), Partner since 2013

03

Get involved on social media. Look for people seeking out marketing advice.

Chime in with your tips and tricks to demonstrate the value you can provide. Make sure you also have a [Facebook Business Page](#).

Some of our partners have also started their own [podcast](#) or [YouTube channel](#).

04

Ask for referrals. Client referrals matter for two big reasons: they show that your current clients trust and respect you, and they save you a lot of money on marketing.

Happy customers are your greatest advocates. Could you showcase their results on your website? Would they speak about their successful campaign at an event? Clients may even “like” you on Facebook or write you a referral on LinkedIn.

You don't necessarily need to pay your current customers to make a referral. In their eyes, they're helping someone they care about by pointing them in the direction of a trusted business. But many customers don't make referrals unless they get something out of it. That's why companies often offer rewards programs, special packages, discounts, and cash incentives for successful referrals. Learn more about how to [start a referral program here](#).

05

Attend a trade show or sponsor an event. Chances are, there are events coming up in your local area.

Here are [eight tips](#) to get more leads at trade shows.

06

Write a blog. You may already have an email newsletter, but a blog doesn't have to add to your to-do list.

In fact, a blog can allow you to get more from the work you're already doing. It can help boost your ranking on search engines, give you more opportunities for engagement outside of the inbox, and give you a better sense of who is reading your content. If you're [Certified](#), make sure to add your badge to each post to show that you're an expert!

07

Consider paid options. You don't need a huge budget to generate leads with paid advertising for your business.

- Google Ads: Choose your keywords wisely — the more competitive the term, the higher the price. [Here are some tips](#).
- [Facebook & Instagram Ads](#): These are generally going to be lead ads and they will direct interested parties to your website.
- Yelp: Advertising on yelp is pay-per-click and the review site allows you to set a given budget.

08

Brainstorm on creative ways to continue to grow your list.

With the help of our new AI Content Generator, you can forget about writer's block. When you are drafting up your next email to prospects, give it a try and see what it comes up with!

This feature is also a great selling point when talking with potential clients.

09

Nurture your prospects to help close the sale.

Your prospects could meet with you for a consultation or take advantage of samples of your services and content that you're sharing for free. During this stage you should be focusing on discovering their needs, then showing them how you can solve for them.

We recommend providing prospects relevant content via an [automated flow](#). Check out our [latest updates!](#)

Small businesses need your help with online marketing now more than ever.

According to Constant Contact's 2023 Small Business Now [report](#).



30%

of people said they would start a small biz or side hustle in the event of a recession while maintaining their current job.



137%

increase in new business applications was recorded by the US Census Bureau when COVID hit in early 2020.

Packaging and Pricing your Marketing Services

Here's the thing, it's not just about the tools available to you in Constant Contact. A big part of your partnership with us is the service opportunity that these tools provide you with—the work that you can do for your clients, and what you charge them for doing that work.

This is on top of the 18% ongoing revenue share and New Account Bonuses earned for every net-new Constant Contact account you sell — \$75 for every Lite plan, \$125 for every Standard plan, and \$200 for every Premium plan.*

If you set your client up as “managed”, you can set them up under our Single Bill option to pay for your clients' accounts, and then bill them separately for the cost, plus the services you provide.

Based on feedback we received from current partners, on the next page you'll find suggestions on how you can package and price your services with Constant Contact tools.

The prices shown in the chart are merely suggestions. It's very likely that your clients' budget—or your own pricing—will vary depending on your business' location, currency type, or even depending on the demand for your services in the marketplace.

“

Charging for a 60-minute marketing consulting call is a great way to get paid for something that I've often given away for free while trying to sell services.

Paula Sageser of [PCS Creative Services](#), Partner since 2016

Managed Service Package Examples

One-Time	60-Minute Online Marketing Consultation/Audit <ul style="list-style-type: none">• Discuss current strategy• Discover pain points and the needs of the client• Provide suggestions on what can be done to improve sales through different marketing initiatives	Free (charge \$150 if they don't purchase a service)
One-Time	Product Training 1-hour session teaching them how Constant Contact works	\$150/hour (for non-clients)
One-Time	Customized Website <ul style="list-style-type: none">• 8-12 pages• Ensure consistent branding• SEO optimization	\$2,000-\$4,000 (plus \$100-\$200 per each additional page)
Ongoing	Website Maintenance Copy/image updates or adding new pages	\$60-\$350 /month
Ongoing	SEO Management <ul style="list-style-type: none">• Stay up to date on trends/making copy changes as needed• Traffic and revenue reporting	\$1,500/month
One-Time	Email Marketing Start-Up Services <ul style="list-style-type: none">• Selecting or designing a branded email template• Writing or copy editing• Training on the basics of using Constant Contact• Integrating social media channels into their email campaigns	\$1,000/month
One-Time	Email Campaign Creation and Launch <ul style="list-style-type: none">• Define goals with client and create email copy and template(s)• Segment lists, launch campaign, and report on metrics	\$50-\$100/hour
Ongoing	Email Marketing Ongoing Services <ul style="list-style-type: none">• List management and segmentation• Content development: Regularly meet with your client to understand what they'd like to talk about• Email template creation• Campaign execution/auditing/testing• Provide timely reports on who is opening their emails, who is clicking, and who is taking action.	\$500-\$1,000 /month
Ongoing	Social and Google Ad Management <ul style="list-style-type: none">• Creating audiences/reporting on results• Testing and updating as needed	\$500/month (plus ad spend))
Ongoing	Social Media Presence Management <ul style="list-style-type: none">• Collaborate on goals with client• Create posts (including images)• Define metrics and provide reporting	\$1,000/month

Earning Passive Income via Referrals

Referring users to Constant Contact is an easy way for you to generate a passive income — just promote your unique referral link and we'll handle the rest. You also earn the same financial rewards for referred and managed accounts!

[Customize your referral link](#) (see right column) to choose which plans you want to highlight and if you want a "trial" and/or "buy now" experience.

Once a prospect fills out the form found at your referral link, our sales coaches will close the sale and/or help them get started. All accounts opened by prospects after visiting your referral link will be credited to your partnership.

If you're not doing the following, you're missing out on earning extra income in the background as you're focusing on growing your business.

Co-brand all URLs

Add your partner name after "...?pn=" to the end of every Constant Contact URL you share so all accounts opened after visiting the link will be credited back to you. View some examples to the right.

Update your Website

Create a "services" page on your website promoting Constant Contact, and the services you provide around the software. Use these [trial banners](#) and our [logo](#).



Tip

You can co-brand any Constant Contact URL—just add your partner name after "...pn=".

Referral Link

<https://www.constantcontact.com/partner-offer?pn=>

Blog Article

<https://blog.constantcontact.com?pn=>

Knowledge Base

<https://knowledgebase.constantcontact.com?pn=>

To find your partner name, log into your Constant Contact account, then click the Accounts tab. Once in the tab, scroll to the bottom of the page to find your "Partner Referral Link." The value after "...pn=" is your partner name.

Update your Email Signature

Make sure to include your referral link in your email signature! Add [this banner](#) and hyperlink it to your referral link.

Schedule a Referral Email

Get your referral link out there! Use your free Constant Contact account provided to you as our partner to market your own business and your referral link. And just like we mentioned in the section on finding prospects, include your referral link in your automated welcome email flow for your prospects.

Generating Repeat Business

Repeat customers spend 33 percent more than new customers and refer your business 50 percent more than one-time buyers, so make sure you build relationships that lead to recurring clients.

- Know clients' expectations and exceed them.
- Keep a consistent approach to your marketing service delivery to demonstrate you believe in your strategies.
- Between projects, take the time to reach out to clients with news or information relevant to their business, and make sure they're aware of your full range of services.
- Continue to expand your own skill set to stay sharp on the latest marketing best practices and technology.
- Keep learning about your clients' businesses and industries. Show them what you know—continued outreach with ideas will keep you top-of-mind.



Things change, so I always like to reach out to old prospects or clients to see if anybody's situation has changed since the last time we spoke

John Hampson of Metonymy Marketing Strategies

Now get out there and start growing your business with Constant Contact!

You've got this. You've got us.

Questions about your partnership or our product?
Our partner support team is here for you.

Email us: partnersupport@constantcontact.com

Call us: 1-866-811-1344 (US & CA) • 0800 096 9279 (UK)
781-482-8662 (Rest of World)

*Receive New Account Bonuses for every new business order (partner managed and partner referred) sold as long as they remain paying customers for 95 consecutive days. Reward amounts are calculated based on which Constant Contact package is subscribed to and paid for on the 95th consecutive day it has been kept open. Partners can earn \$75 for every Lite plan account sold, \$125 for every Standard plan account sold, and \$200 USD (Â£90) for every Premium plan account sold. Payments are paid at the end of each month in accordance with the standard payment terms. In addition to New Account Bonuses, Revenue Share payments accrued are paid at the end of each month in accordance with the standard payment terms. (For example, January revenue share is paid the last week of February.) Partners using Single Bill will be billed on behalf of their client with an 18% discount in lieu of the 18% revenue share.