Constant Contact Introduces Accreditation as Part of its Newly Launched Solution Provider Program

New accreditation program and member benefits designed to boost partners' bottom-line results

WALTHAM, Mass.--(BUSINESS WIRE)--Constant Contact®, Inc. (NASDAQ: CTCT) has launched a new Solution Provider Program that offers education and training focused on driving business results. The cornerstone of the new program is a three-track accreditation curriculum that delivers training on Constant Contact's suite of online engagement marketing tools, marketing best practices, and business development training to accelerate demand generation.

"Constant Contact solution providers are among the best in the industry and the launch of our new Solution Provider Program underscores our commitment to guiding and nurturing their business success," said Rick Jensen, senior vice president, chief sales and marketing officer, Constant Contact. "Of course, we want to provide them with the best education on Constant Contact's online marketing tools, but equally important is offering training on how to use these tools to market and grow their own business. Too often, solution provider education focuses solely on product training but we understand that their independent success leads to our success, and our accreditation program serves to nourish this ecosystem."

The new Constant Contact Solution Provider Program is focused on partner growth through an increased investment in sales tools and partner-led marketing resources. Among the partner benefits are:

- A Solution Provider Resource Center offering sales and marketing resources.
- Access to an expanded Constant Contact product suite and services spectrum, providing new cross- and-up-sell opportunities.
- A demand generation kit, including prospecting emails for Constant Contact online marketing tools, a tele-prospecting guide, a customizable prospecting deck, and brandable sell sheets and white papers.
- A rewarding quarterly incentive program.

Interest in the newly launched program has been strong, with more than 50 solution providers having already successfully completed the accreditation program.

"As a business owner with eight staff members, several international accounts, and carefully managed resources, I evaluate the value of all online training very carefully before committing," said Kim Schott, of Schott Cultural Consulting. "The Constant Contact accreditation training was an extremely valuable use of my time and resources, as well as my staff's. After each accreditation video, we walked away with a "to do" list of items to test, manage and measure for success. Equally important, because Constant Contact is one of the industry's most established and successful online marketing companies, the accreditation lends additional credibility to my business."

"While all of our solution providers want to succeed, we really want to make sure they know how. Our goal is to fully engage with them, so our educational outreach will be ongoing. In fact, we plan to start formulating curriculum for an advanced certification program," said Jensen. For more information on Constant Contact's new Solution Provider Program, visit http://new.ctct-sp.com/welcome/kit.

About Constant Contact®, Inc.

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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