

Benefits & Rewards



Table of Contents

About Mailchimp & Co	3–5
Membership Levels	6–7
Our Benefits	8–14

Grow your way with Mailchimp & Co

Welcome to Mailchimp & Co, our global insider community of freelancers, agencies, and all the other pros who help our small business customers get the most out of Mailchimp.

Join Mailchimp & Co to:

- **Grow your business**
Find more clients and earn rewards.
- **Expand your expertise**
With Mailchimp & Co, you get access to exclusive training and certification.
- **Simplify client work**
Get Mailchimp tools designed just for freelancers and agencies like yours.
- **Get insider perks**
From inspiring events to early access at new features, we've got great stuff in store.



Welcome

The independent spirit that drives freelancers, small agencies, consultants, designers, and developers is in our DNA. Mailchimp also started as a small web design agency, back in 2001. A lot has changed over the past 20 years, but we grew our own way and stayed true to ourselves. What unites us is found in our mission: to empower the underdog.

That's why we created Mailchimp & Co: to help freelancers and agencies grow the way you want.

You are our best collaborators, our translators around the world, and indispensable advisers to our customers. We want to offer you a community, help you stay current with new Mailchimp features, and give you opportunities to learn from your peers about building a creative-led business.

In return, you offer Mailchimp the gift of your expertise for small businesses trying to succeed.

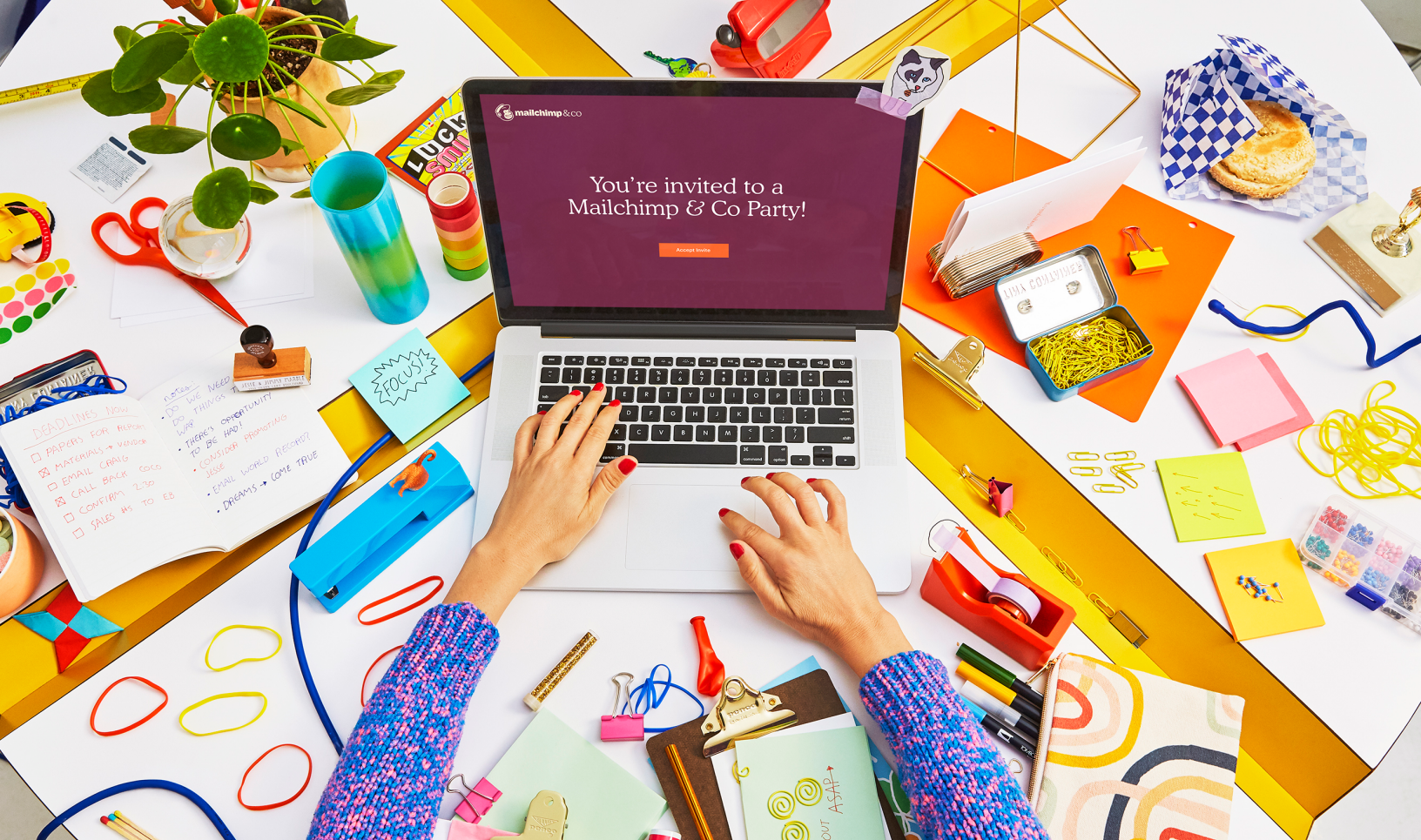
Mailchimp & Co is for you. Here's how to make the most of it.

Membership Levels

Mailchimp & Co is much more than a partner program. While it includes all of our official Mailchimp partners, it also extends beyond that to the vast, vibrant community of everyone who works with clients in Mailchimp—from freelancers and agencies to consultants and trainers.

We hope you join us on the path to partnership.

Requirements				
Membership Level	Accepted Terms and Conditions	# of Paid Clients Connected to Your Account	Completed <u>Mailchimp Foundations</u> certification	Completed <u>Email Marketing and/or Email Automations</u> certification(s)
Member	Yes	<2	No	No
		2-9	No	No
Member+	Yes	2-9	Yes	No
Partner	Yes	10+	Yes	No
Pro partner	Yes	20+	Yes	Yes



Why did we structure our program this way?

Mailchimp & Co is designed to grow with you as you invest in your skills and grow your client base. As you unlock new levels of mastery through our training and certification resources and begin to connect and work with new paid client accounts, you'll level up your partner status.

Benefits at a Glance

Here's a quick snapshot of our benefits, with more detail in the following pages.

	Member	Member+	Partner	Pro partner
Customer Exposure and Leads				
Experts Directory listing		●	●	●
Opportunities for features in Mailchimp content			●	●
Financial Rewards				
Rewards for referring new paying customers to Mailchimp			●	●
Rewards for upgrading existing customers to paid Mailchimp plans			●	●
Enhanced Support / Account Management				
Access to Partner Manager				●
Priority Support with access to Premium Support Team			●	●
Customized service when reaching out to Support	Only available to members with at least 2 paid connected clients	●	●	●
Access to Support directly from your dashboard	Only available to members with at least 2 paid connected clients	●	●	●

Benefits at a Glance

	Member	Member+	Partner	Pro partner
Sales Enablement and Training				
Mailchimp Academy access	●	●	●	●
Sales enablement materials			●	●
Insider Access				
Mailchimp & Co meetups	●	●	●	●
Partners-only special events			●	●
Mailchimp & Co newsletter	●	●	●	●
Partners newsletter			●	●
Product beta access	Only available to members with at least 2 paid connected clients	●	●	●
Partner Slack access			●	●
Partner badge			●	●
Social toolkits			●	●

Benefits in Detail

Members

Members receive:

- **Access to Mailchimp Academy:** Members have access to Mailchimp Academy and the opportunity to become Mailchimp certified in different areas of focus.
- **Mailchimp & Co newsletter:** Members can sign up for a newsletter to read about product news, featured partners, event highlights, and new Mailchimp resources.
- **Access to Mailchimp & Co meetups:** Members have the opportunity to attend meetups to network with fellow members.

Members who have at least 2 paid clients connected to their account also receive:

- **Enhanced support:** Members at this level have access to email and chat support, accessible through the Mailchimp & Co dashboard. Members also experience priority response times to their email requests, as they will automatically be moved toward the front of the line.
- **Product beta access:** Members have the opportunity to participate in exclusive beta releases of new products and features.

Benefits in Detail

Member+

Member+ receives:

- **Directory listing:** Member+ have a listing in the [Experts Directory](#) so Mailchimp's millions of customers can connect with you. Share your skills and specialties and showcase examples of previous work to offer your services to prospective clients.
- **Access to Mailchimp Academy:** Member+ have access to Mailchimp Academy and the opportunity to become Mailchimp certified in different areas of focus.
- **Mailchimp & Co newsletter:** Member+ can sign up for a newsletter to read about product news, featured partners, event highlights, and new Mailchimp resources.
- **Access to Mailchimp & Co meetups:** Member+ have the opportunity to attend meetups to network with fellow members.
- **Enhanced support:** Member+ have access to email and chat support, accessible through the Mailchimp & Co dashboard. Member+ also experiences priority response times to their email requests, as they will automatically be moved toward the front of the line.
- **Product beta access:** Member+ have the opportunity to participate in exclusive beta releases of new products and features.

Benefits in Detail

Partners

Partners receive:

- **Directory listing:** Partners have a listing in the [Experts Directory](#) so Mailchimp's millions of customers can connect with you. Share your skills and specialties and showcase examples of previous work to offer your services to prospective clients.
- **Opportunity to be featured in Mailchimp content:** Partners have the opportunity to be featured in articles and other content to be used in newsletters, on social media channels, and on our website.
- **Competitive sales materials:** Partners have access to materials like white papers, competitive comparisons, and sales enablement materials in the Resource Center, accessible through the Mailchimp & Co dashboard. Use these materials to help you pitch Mailchimp to current and prospective clients.
- **Access to Mailchimp Academy:** Partners have access to Mailchimp Academy and the opportunity to level up their skills and earn Mailchimp certifications in different areas of focus.
- **Rewards for referrals:** Partners are financially rewarded for referring new clients to Mailchimp. New clients must be on a paid plan before referral incentives begin. ([See more details.](#))
- **Rewards for upgrades:** Partners are financially rewarded for upgrading existing connected client accounts to paid Mailchimp plans. ([See more details.](#))
- **Priority Support with access to Premium Support team:** Partners have access to premium email and chat support, accessible through the Mailchimp & Co dashboard. You will be routed through a separate Premium Support queue for priority response times and move up in the queue for improved compliance and billing response times.
- **Partners-only webinars:** Partners are invited to attend exclusive webinars, where you can be the first to hear about new products and features, company updates, and Mailchimp & Co news. If you cannot attend webinars live, you will also have access to recordings in the Resource Center.
- **Mailchimp & Co newsletter:** Partners can sign up for this newsletter to read about product news, featured partners, event highlights, and new Mailchimp resources.
- **Partners newsletter:** A monthly newsletter for partners only. This newsletter contains resources to help manage your business, spotlights fellow partners, highlights new product features, and more.
- **Welcome box:** A special welcome box of Mailchimp swag will be mailed to all Mailchimp & Co partners.
- **Product beta access:** Partners have the opportunity to participate in exclusive betas of new products and features.
- **Access to partner Slack:** Partners have the opportunity to join the Mailchimp partner Slack workspace, where you can discuss all things Mailchimp, marketing, and best practices with other partners and pro partners.
- **Access to Mailchimp & Co meetups:** Partners will have the opportunity to attend meetups to network with fellow members.
- **Partner badge:** Partners will receive a Mailchimp partner badge that you can feature on your website and social media accounts and across other materials.
- **Social toolkits:** Partners will be eligible to receive social toolkits with content you can feature on your own channels.

Benefits in Detail

Pro partners

Pro partners receive:

- **Directory listing:** Pro partners have a listing in the [Experts Directory](#) so Mailchimp's millions of customers can connect with you. Share your skills and specialties and showcase examples of previous work to offer your services to prospective clients.
- **Opportunity to be featured in Mailchimp content:** Pro partners have the opportunity to submit case studies, thought leadership pieces, articles, webinars, and other content for consideration to be featured in newsletters, on social media channels, and on our website.
- **Competitive sales materials:** Pro partners have access to materials like white papers, competitive comparisons, and sales enablement materials in the Resource Center, accessible through the Mailchimp & Co dashboard. Use these materials to help you pitch Mailchimp to current and prospective clients.
- **Access to Mailchimp Academy:** Pro partners have access to Mailchimp Academy and the opportunity to level up their skills and earn Mailchimp certifications in different areas of focus.
- **Rewards for referrals:** Pro partners are financially rewarded for referring new clients to Mailchimp. New clients must be on a paid plan before referral incentives begin. ([See more details.](#))
- **Rewards for upgrades:** Pro partners are financially rewarded for upgrading existing connected client accounts to paid Mailchimp plans. ([See more details.](#))
- **Priority Support with access to Premium Support team:** Pro partners have access to premium email and chat support, accessible through the Mailchimp & Co dashboard. You will be routed through a separate Premium Support queue for priority response times by some of our top support team members. Pro partners also move up in the queue to receive improved compliance and billing response times.
- **Access to Partner Manager:** Pro partners will have access to our Partner Management team. This relationship will include benefits like a live business review and personalized insight into additional opportunities to get more value out of Mailchimp & Co.
- **Partners-only webinars:** Pro partners are invited to attend exclusive webinars, where you can be the first to hear about new products and features, company updates, and Mailchimp & Co news. If you cannot attend webinars live, you will also have access to recordings in the Resource Center.
- **Mailchimp & Co newsletter:** Pro partners can sign up for a newsletter to read about product news, featured partners, event highlights, and new Mailchimp resources.
- **Partners newsletter:** A monthly newsletter for partners only. This newsletter contains resources to help manage your business, spotlights fellow partners, highlights new product features, and more.
- **Product beta access:** Pro partners have the opportunity to participate in exclusive betas of new products and features.

Benefits in Detail

Pro partners (cont'd):

- **Access to partner Slack:** Pro partners have the opportunity to join the Mailchimp partner Slack workspace, where you can discuss all things Mailchimp, marketing, and best practices with other partners and pro partners.
- **Access to Mailchimp & Co meetups:** Pro partners will have the opportunity to attend meetups to network with fellow members.
- **Partner badge:** Pro partners will receive a Mailchimp pro partner badge that you can feature on your website and social media accounts and across other materials.
- **Social toolkits:** Pro partners will be eligible to receive social toolkits with content you can feature on your own channels.