

Benefits & Rewards



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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 commission.
- **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 innovative spirit that drives our community of agencies, freelancers, consultants, and marketing experts is in our DNA. While Mailchimp started as a small web design agency back in 2001, a lot has changed since then. 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.

Membership Tier	Requirements
Member	<ul style="list-style-type: none">• Accept terms and conditions• To qualify for additional benefits, including commission, additional requirements apply: 2 active paid clients connected to your account
Partner	<ul style="list-style-type: none">• 10 active paid clients connected to your account• Completed Mailchimp Foundations certification
Pro partner	<ul style="list-style-type: none">• 20 active paid clients connected to your account• Completed Mailchimp Foundations certification• Completed Email Marketing or Email Automations certification

Benefits at a Glance

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

	Member (fewer than 2 clients)	Member (2 or more clients)	Partner	Pro partner
Client Exposure and Leads				
Experts Directory listing			●	●
Priority directory listing				●
Opportunity for features in Mailchimp content				●
Sales Enablement and Training				
Access to Mailchimp Academy	●	●	●	●
Sales enablement materials			●	●
Commission				
Commission for referring new paying clients to Mailchimp		●	●	●
Commission for using select advanced features with your connected clients		●	●	●

Benefits at a Glance

	Member (fewer than 2 clients)	Member (2 or more clients)	Partner	Pro partner
Enhanced Support/Account Management				
Customized service when reaching out to Support		●	●	●
Access to Support directly from your dashboard		●	●	●
Priority Support with Access to Premium Support Team			●	●
Access to Partner Manager				●
Insider Access				
Mailchimp & Co meetups	●	●	●	●
Partners-only special events			●	●
Mailchimp & Co newsletter	●	●	●	●
Partners newsletter			●	●
Product beta access		●	●	●
Partner badge			●	●
Partner Slack community			●	●
Social toolkits			●	●

Benefits in Detail

Members

All 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 monthly 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 Mailchimp & Co members, partners, and pro partners.

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

- **Commission for referrals:** Earn commission for referring new clients to Mailchimp and for existing paid clients connected to your account. ([See more details.](#))
- **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

Partners

- **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.
- **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.
- **Commission for referrals:** Earn commission for referring new clients to Mailchimp and for existing paid clients connected to your account. ([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 a monthly newsletter to read about product news, featured partners, event highlights, and new Mailchimp resources.
- **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 community:** 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 partners, members, and pro partners.
- **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

- **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.
- **Priority directory listing:** Pro partners will be given priority placement in the Partner Directory, making you more noticeable 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 become Mailchimp certified in different areas of focus.
- **Commission for referrals:** Earn commission for referring new clients to Mailchimp and for existing paid clients connected to your account. ([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 monthly newsletter to read about product news, featured partners, event highlights, and new Mailchimp resources.
- **Product beta access:** Pro partners have the opportunity to participate in exclusive betas of new products and features.
- **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.