



engaging

NETWORKS

SOFTWARE LOVE

**ACCREDITED
PARTNER
PROGRAM**



ABOUT THE ENGAGING NETWORKS ACCREDITED PARTNER PROGRAM

We're glad you're interested in becoming an Engaging Networks Accredited Partner.

The goal of the Engaging Networks Accredited Partner Program is to forge trusted relationships with external agencies and partners that serve mutual clients.

The program enables Engaging Networks to confidently recommend your agency to clients for projects and custom work. The program also helps your agency learn more about the platform, confidently deliver client projects and recommend the Engaging Networks technology to existing and potential mutual clients.

BENEFITS TO PARTNERS

Co-marketing Opportunities

- A listing in the Partner directory on Engaging Networks website
- Ability to cite your Engaging Networks accreditation on your (partner's) website
- Testimonials & ratings from clients

Thought Leadership Opportunities

- Lead workshops at Engaging Networks Community Conferences
- Guest spots, case studies and project highlights on Engaging Networks webinars, guest posts in Engaging Networks blog, and visibility via other Engaging Networks content channels

Access & Rewards

- Exclusive partner content and training
- Advanced information about platform releases and updates
- Service income through active client project referrals from Engaging Networks
- Referral rewards for introducing new business to Engaging Networks

BENEFITS TO MUTUAL CLIENTS

- Being able to confidently work with a partner agency or consultant who has the verified technical and project management skills to deliver Engaging Networks projects and campaigns successfully
- Gaining insight and new ideas from verified agency experts about how to realize the full potential of using the Engaging Networks digital toolset
- Opportunities to provide active client feedback to the community of practice that uses Engaging Networks, and that uses the services of accredited agency partners

INTERESTED IN BECOMING AN ACCREDITED PARTNER WITH ENGAGING NETWORKS?

Visit www.engagingnetworks.net/us/partners or send us an email at info@engagingnetworks.net. Let's get started!

ACCREDITATION REQUIREMENTS

How Will Partners Be Accredited?

For your agency to gain accredited status, you will need to nominate at least one member of your agency's staff to complete our certification process successfully.

Accreditation may be awarded using the following base criteria. (Requirements may vary depending on the accredited learning category.)

- Completion of all training applicable for the chosen partner category - this will be delivered through our "Academy" e-Learning platform
- Pass all applicable Academy exams
- Submission of a sample assignment project for review by Engaging Networks accreditation panel
- Submission of copies of the agency's privacy and data security policy
- Final accreditation review by Engaging Networks panel before awarding certification
- Signing the Accredited Partner Program Contract

For your agency to remain accredited, the following criteria must be met:

- An employee's certification is not transferable: If the certified individual leaves your agency, accreditation will cease for both the employee and the partner organization
- The accredited individual must join all new release webinars and confirm their understanding of all new technology
- Each certified agency employee must get recertified on an annual basis

ACCREDITATION CATEGORIES



You will be able to work through the training for your chosen category using a blend of online learning and project evaluation by Engaging Networks.

There are currently four planned Accredited Partner Program categories as highlighted below.

DESIGN & DEVELOPMENT PARTNER

The Design & Development partner accreditation will focus on the design and customization of client pages and projects, including front end development of pages. The Design & Development partner may specialize based on a page type.

WHAT WILL A DESIGN & DEVELOPMENT PARTNER BE ABLE TO DO?

- Create page-builder and email templates
- Optimize page-builder pages for desktop and mobile
- Customize page design using CSS
- Create custom page functionality using Javascript and JQuery
- Carry out robust user experience and compatibility testing on pages
- Understand how Engaging Networks implements technical functionality such as payment gateways, SSL certificates and client sub-domains
- Understand how to implement Engaging Networks GDPR-related functionality
- Provide an excellent client experience

The Design and Development category has two subcategories, page-builder and email. Partners may accredit for the design and development of either or both.

IMPLEMENTATION PARTNER

The Implementation Partner accreditation will focus on an umbrella strategy for the client / organization with whom they are working.

WHAT WILL AN IMPLEMENTATION PARTNER BE ABLE TO DO?

- Translate the client need into the use of Engaging Networks
- Motivate the client in the use of Engaging Networks solutions
- Create a data strategy, and set up the account structure and default supporter record
- Manage and implement migration and connectivity to a data warehouse / data API
- Create reports and metrics
- System design and development
- Understand how an organization's data teams are structured
- Project implementation and management of outsourced specialists
- Understand how to implement Engaging Networks GDPR-related functionality
- Provide an excellent client experience

ACCOUNT SERVICES PARTNER

The Account Services partner accreditation will focus on outsourced campaign work for clients. They may have limited technical ability on the platform and will focus on campaign strategy and content creation.

WHAT WILL AN ACCOUNT SERVICES PARTNER BE ABLE TO DO?

- Manage and select audiences
- Create and integrate top of the funnel marketing campaigns
- Implement social sharing
- Build acquisition campaigns
- Create reactivation campaigns
- Understand reporting & import/export data via dashboard
- Create page-builder content from existing templates
- Create broadcast emails & email automation workflows ("journeys") from existing templates
- Understand how to implement Engaging Networks GDPR-related functionality
- Carry out user experience, page and email testing
- Provide an excellent client experience

TECHNOLOGY DEVELOPMENT PARTNER

The Technology Development partner accreditation will focus on creating applications and interfaces that extend the reach of Engaging Networks.

WHAT WILL AN TECHNOLOGY DEVELOPMENT PARTNER BE ABLE TO DO?

- Create third party applications and integrations (e.g. Wordpress, Drupal)
- Develop in-house applications

PAGE-BUILDER ACCREDITATION - CORE LEARNING + ELECTIVE

Partners interested in page-builder Design & Development accreditation will complete the following training modules plus one (or more) of the available electives.

- page-builder Core Technology
- Account Data Training
- page-builder Design & Development
- Elective: Advocacy Pages
- Elective: Payment Pages
- Elective: Supporter Hub

EMAIL ACCREDITATION

Partners ready for email Design & Development accreditation will complete the following course requirements.

- Email Core Technology
- Account Data Training
- Email Design & Development



WE WOULD LOVE TO HEAR FROM YOU

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