



# Foundations: Next steps

5 steps to jumpstart your partnership

Date: August 2016

Part 5 of 5

# 5 steps to jumpstart your partnership

- Help merchants find you in our [Partner Marketplace](#)
- Get up to speed at one of our [Onboarding events](#)
- Start driving demand with our [Co-marketing tools](#)
- Learn more with [Sales & technical training](#)
- Understand your program benefits with our [Program guide](#)

# Partner Marketplace

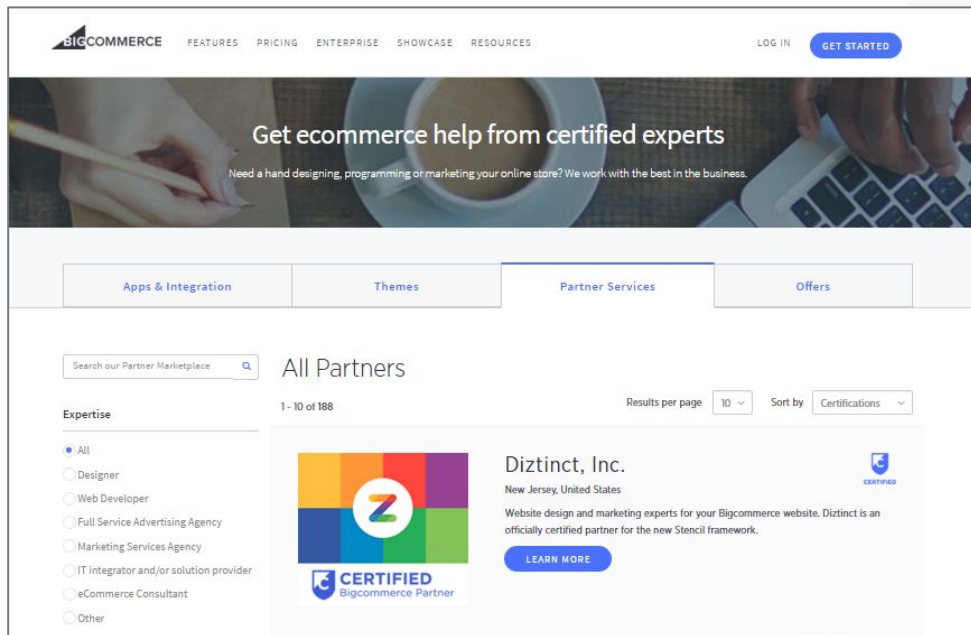
The BigCommerce Partner Marketplace is a client-facing, faceted search tool that allows partners to showcase their experience, expertise and success to potential merchants. With faceted search and a contact form, it helps merchants find you.

In order to to promote your services to merchants on BigCommerce.com:

1. [Log in](#) to the Partner Portal (must be a primary or admin member)
2. [Update your partner profile](#)

New profiles are reviewed and refreshed weekly.

[Complete information](#) is located on the partner portal under Resources: Tools for You



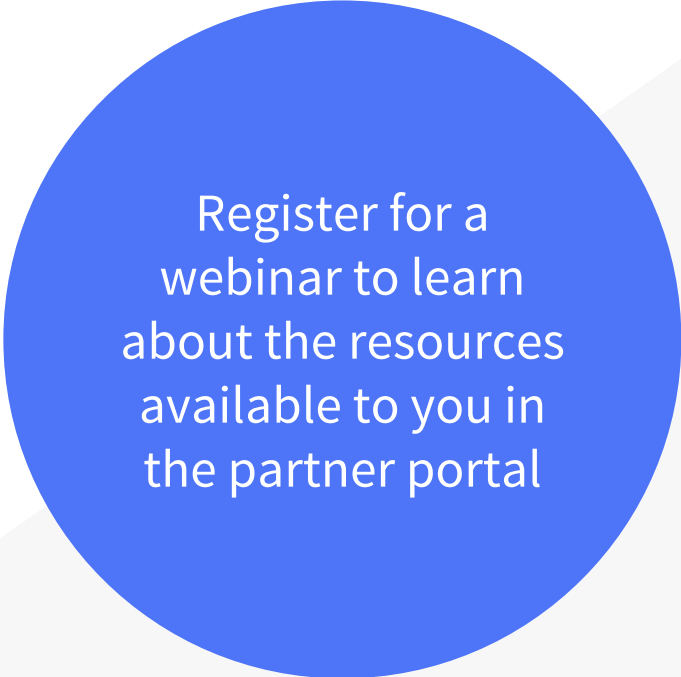
# Onboarding events

As your partner in success, we want to make sure you have everything you need to grow your business with BigCommerce. Our Partner Portal offers you onboarding, training, sales and marketing tools.

To learn more about the partner portal and how to do business with BigCommerce, attend one of our complimentary webinars.

[Register here](#) for one of our monthly sessions.

All of our events are listed in the partner portal under Resources: News & Events



Register for a  
webinar to learn  
about the resources  
available to you in  
the partner portal

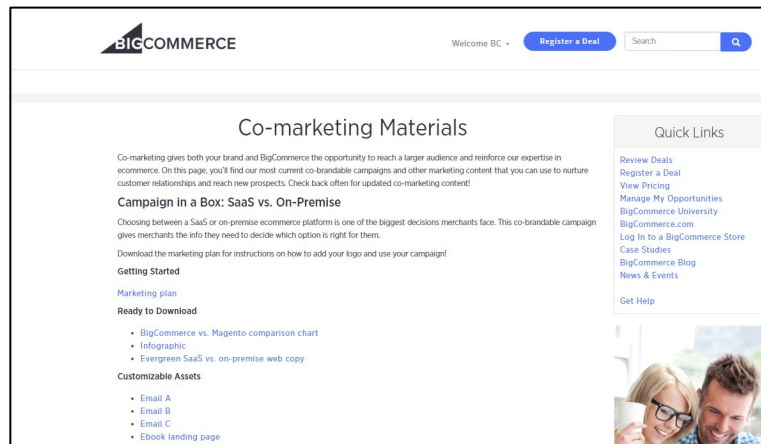
# Co-marketing tools

Co-marketing gives both your brand and BigCommerce the opportunity to reach a larger audience and reinforce our expertise in ecommerce.

In the partner portal, you will find co-brandable campaigns and other marketing content that you can use to nurture customer relationships and reach new prospects. Some of the tools you will find are:

- Complete email campaign
- Landing page templates
- eBooks
- Co-branded fact sheets

[Check out](#) the complete list of co-marketing tools in the partner portal under Resources>Tools for you>Co-marketing materials



# Sales & technical training

Get the education you need to expand your BigCommerce knowledge, increase your sales success, qualify for higher partnership tiers and get certified.

## Sales 101

Learn how to qualify, close and register deals, plus how our pricing structure works.

## Sales 201

Level up your sales game by learning our differentiators, how to onboard merchants and more.

## Tech 101

Learn our platform inside and out, from the control panel, to payments, shipping and tax.

## Tech 201

Offer merchants the highest level of customization after completing this course on our API.

All of our training is available in the partner portal under Training & Enablement.

CONFIDENTIAL



**CERTIFIED**  
Bigcommerce Partner

Requirements to become a BigCommerce Certified Partner:

- Foundations
- Sales 101, 201
- Tech 101, 201
- 2 stores deployed and/or demonstrated proficiency



# Partner program guide

The partner program guide is the governing document for all program requirements and benefits.

Included within this guide is:

- Information on partner tiering and training
- Guidelines for marketing with BigCommerce
- Information on deal registration
- Commission and payment guidelines

Access the Partner program guide [here](#).

The partner program guide can also be found in the partner portal in Getting Started: Looking for Marketing resources? > Partner program guide

## Bigcommerce Partner Program Guide



## Partner Resources:

Bigcommerce Partner Portal: [partners.bigcommerce.com](https://partners.bigcommerce.com)

Partner Support: [partnersupport@bigcommerce.com](mailto:partnersupport@bigcommerce.com)

Partner Marketing: [partnermarketing@bigcommerce.com](mailto:partnermarketing@bigcommerce.com)