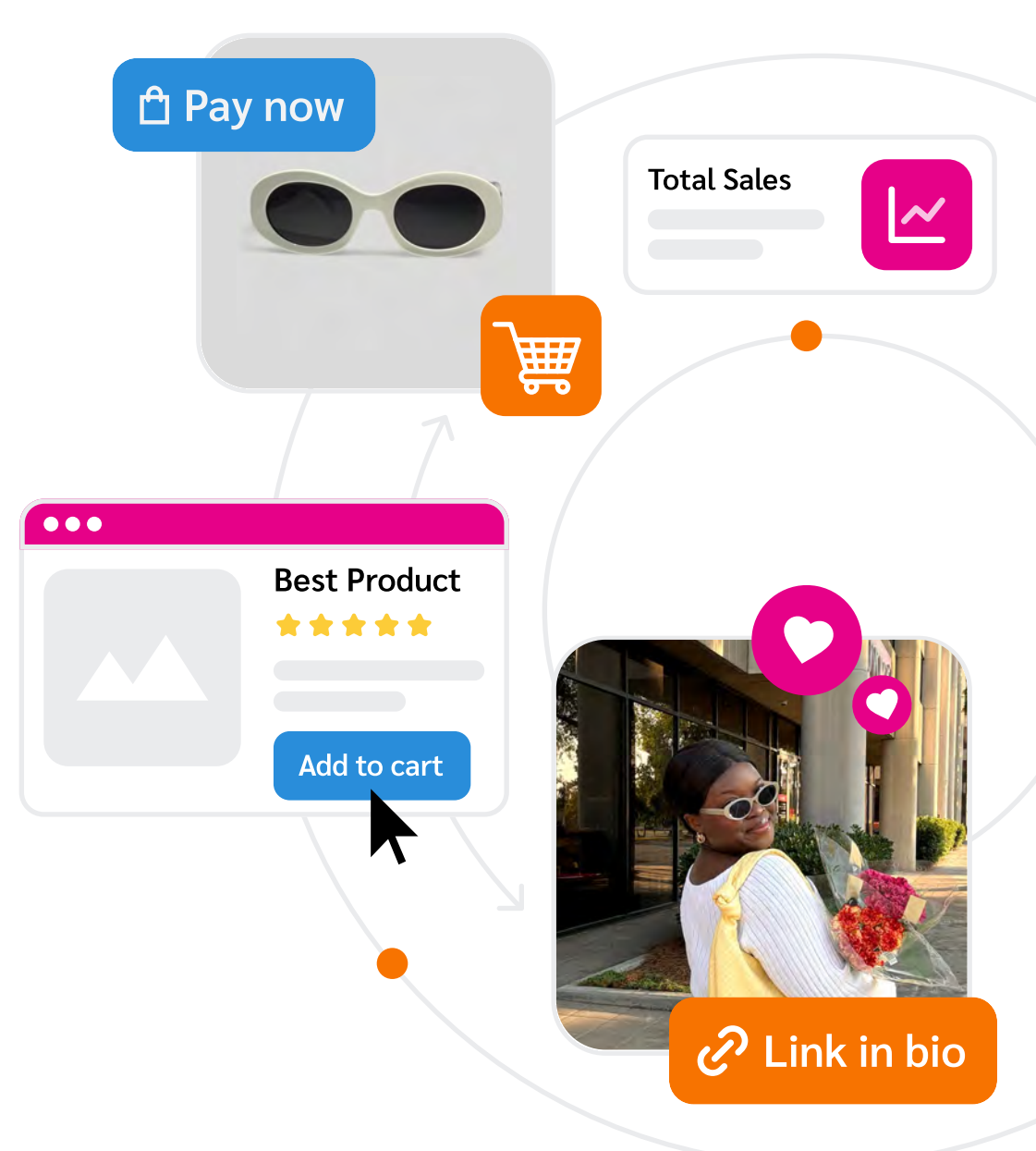


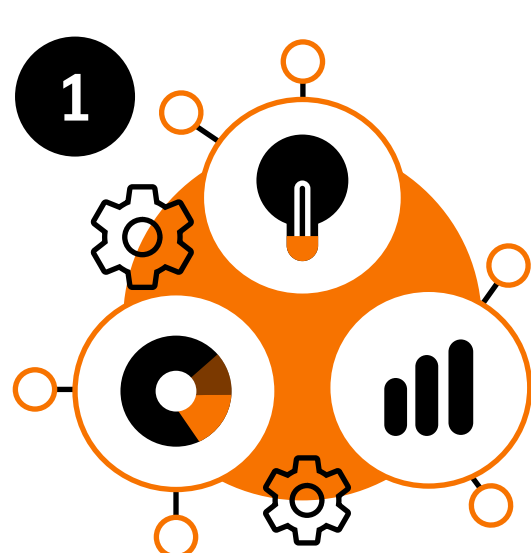
# 5 expert insights to converge affiliate and influencer strategies



A recent study by impact.com and Acceleration Partners, which consulted marketing leaders in North America and the UK, shows that these leaders are integrating affiliate and influencer marketing programs to engage customers throughout the buyer's journey. However, many brands encounter challenges in implementing these strategies.

So, below are the top 5 research-backed insights gained from this study:

## 5 actions brands can take when integrating influencer and affiliate to expand reach and revenue

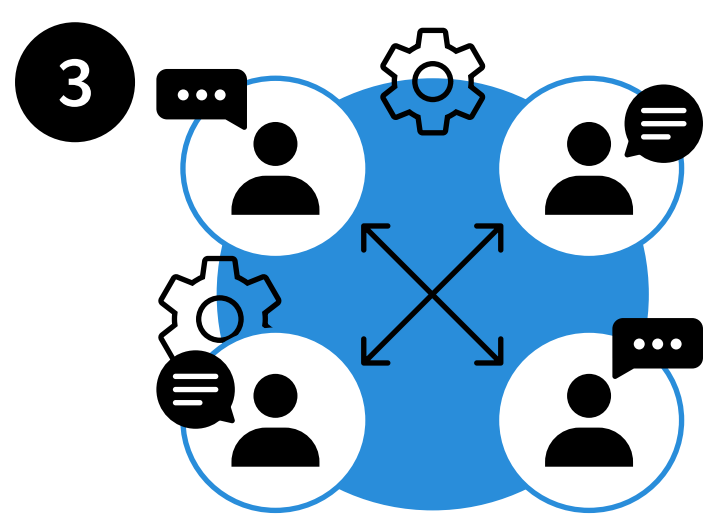


### 1 Design a collaborative, integrated strategy that aligns with organizational goals

Define your affiliate and influencer teams' roles, purposes, and contributions. This approach avoids overlapping efforts, enhances the customer journey, and saves resources. Then encourage stakeholders to team up and share resources, such as offering user-generated content (UGC) to your performance team for ads.

### 2 Maintain high-level oversight and guidance

Hire a dedicated agency, consultant, or team member to align your marketing channels and drive efficiency. Having these dedicated experts work as an extension of your team can help you consolidate your affiliate and influencer data.

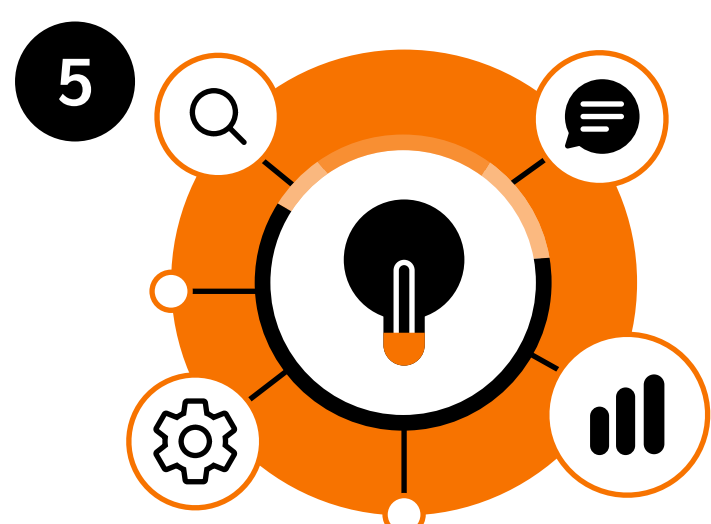


### 3 Foster cross-functional understanding

Moving to integrated affiliate and influencer teams can encounter initial resistance. Combat this by learning each team's goals, customer touchpoints and preferred influencers—then craft a strategy to hit your goals on both teams.

### 4 Create a unified partnership ecosystem and remove silos

Develop a unified voice across all customer touchpoints to build brand equity. Consider using integrated program management and a partnership management platform to bond teams by sharing influencer content, measuring performance, and aligning on payment structures.



### 5 Leverage diverse skill sets and perspectives to create and evaluate success

Draw on your teammates' different backgrounds, including performance, affiliate, and influencer marketing. This approach ensures a comprehensive, balanced strategy and provides insights into your partnership ecosystem's success.



Marketing leaders want a unified platform and strategic oversight to manage their partnerships

The [impact.com/creator](https://impact.com/creator) platform can help you scale your integrated partnership program, track the customer journey, and offer flexible, partner payments.

[Schedule your demo today](#)



Leading brands understand that bringing affiliates and influencers together under the oversight of a single, trusted partner drives results. **Acceleration Partners** can help create what's next for your brand with customized strategies and best-in-class execution at all stages of the funnel.

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