

5 powerful steps to build winner partnerships

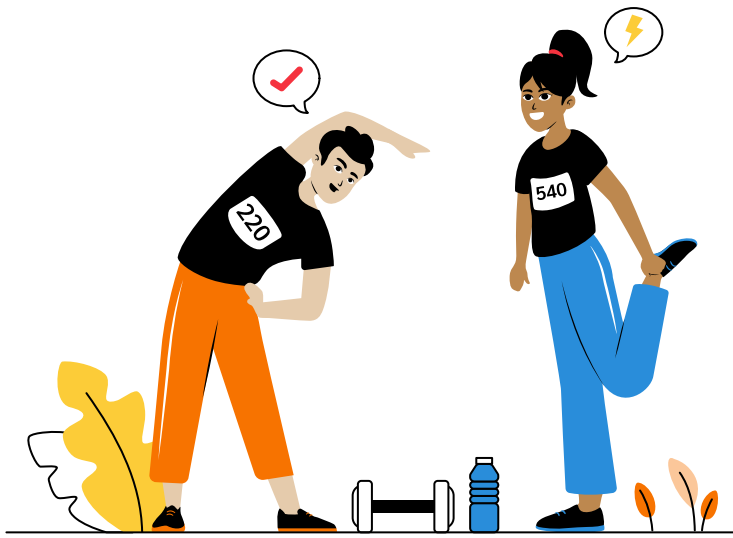


On your mark, get ready, go for gold — in partnerships!

Claim your spot on the podium with five great rules to ensure a winning strategy for your affiliate and partnerships programs.

1 Hit the ground running with a campaign plan

Share your campaign plan with your partners. Ensure the plan defines the target audience, marketing message, and your product and service's unique selling points. Set each partner's performance expectations based on capacity and milestones.

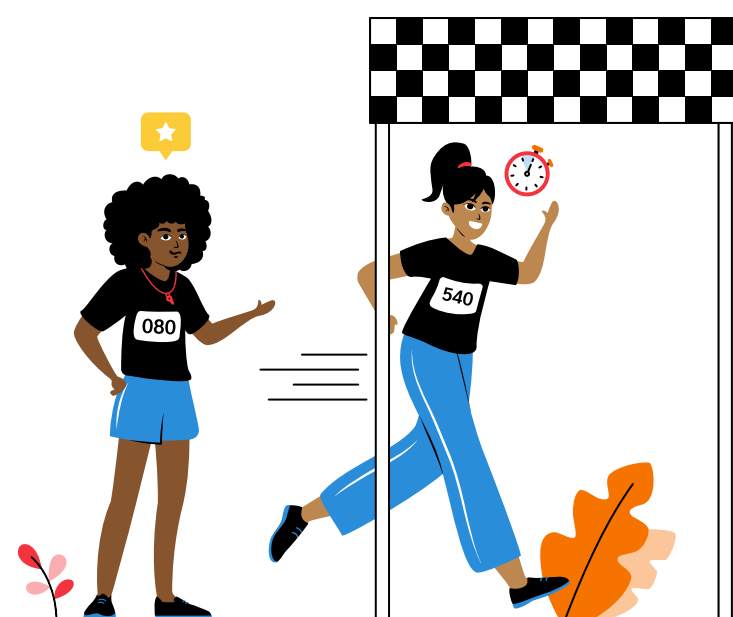


2 Train during the off-season by connecting with top partners regularly

Monitor your partner's progress and leverage the reach of your partner's marketing campaigns. Facilitate your partner's growth to tap into new opportunities like new marketing campaigns or potential co-branded partnerships.

3 Invite your best partners to the winner's circle

Reward top-performing partners with the opportunity to work on exclusive, customized campaigns. You foster closer working relationships, and your campaigns reach a wide audience when you do. It's a win-win situation.



4 Coach your partners to success

Clear direction and timely support motivate partners to run a better ad or promotional initiative for your campaign.

5 Reward your partners as promised

Keep your promise and ensure partners receive their payment on time. Maintain a strong relationship with your partners.

