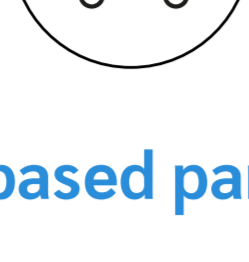


All hands on deck:

3 types of B2B affiliate-based partnerships that drive revenue

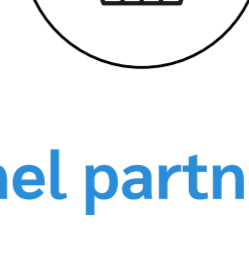


Affiliate vs. channel partnerships: hands-on vs. hands-off approach



Affiliate-based partnerships

Affiliate partnerships involve two businesses or a business and an individual. Partners promote a brand to their respective customers or audiences, working toward shared business goals.



Channel partnerships

Channel partners like resellers, distributors, or integrators boost sales by selling directly to their customer base. This partnership demands significant investment in building relationships and providing training.

Key advantages of affiliate-based over channel-based marketing

	Affiliate partnerships	Channel partnerships
Payment model	Direct revenue through commission based on sales. Performance is easily measurable.	Partners share revenue. Revenue is often more complex to measure and has variable margins.
Sales process	Indirect: affiliates lead customers to you, and you handle the sale.	Direct partners handle the entire sales process and close deals themselves.
Market reach	Broad—affiliates can also tap into their niche audiences.	Limited to the seller's audience or connections, which may not be as niche
Investment	Low initial investment—costs are incurred per sale made.	Higher initial investment in training, support, and sales enablement.
Profit margins	Higher margins due to fixed commission rates.	Lower margins per sale due to wholesale pricing and shared profits.

3 affiliate-based partnerships types that offer a helping hand

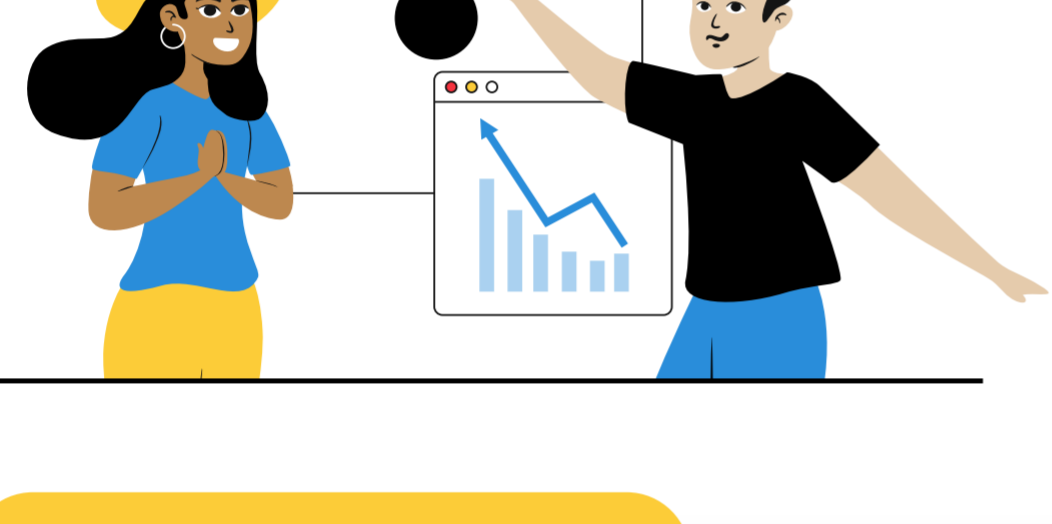
1 Promote products via affiliate marketing — a performance-based model

How it works

Affiliates market a brand's products and services through online links for a commission. Partners earn only upon achieving specific goals like brand awareness or sales conversion.

Key benefit

Structuring commissions to incentivize your desired outcome encourages affiliates to drive consumers down the path to conversion.



Disadvantage

It may be difficult to manage the widespread sharing of vouchers, coupon codes, links, and affiliate fraud.

Example

HubSpot gained



50% increase in affiliate revenue and sign-ups using impact.com to manage its affiliate program.

2 Drive awareness and purchase decisions with influencers

How it works

Influencers are prominent figures who drive brand awareness and purchasing decisions through product placement and endorsements on social media.

Key benefit

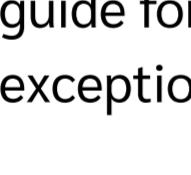
Influencers build awareness at the top of the funnel and drive sales at the bottom.

Disadvantage

Finding influencers that align with your brand's goals can be challenging.



Example



B2B influencer
Ann Handley

collaborated with Sitecore to craft a guide for digital marketers on creating exceptional customer experiences.

Ann shared a LinkedIn post highlighting the guide's launch event, reaching her **nearly 500,000 followers** and tapping into a vast new customer base.

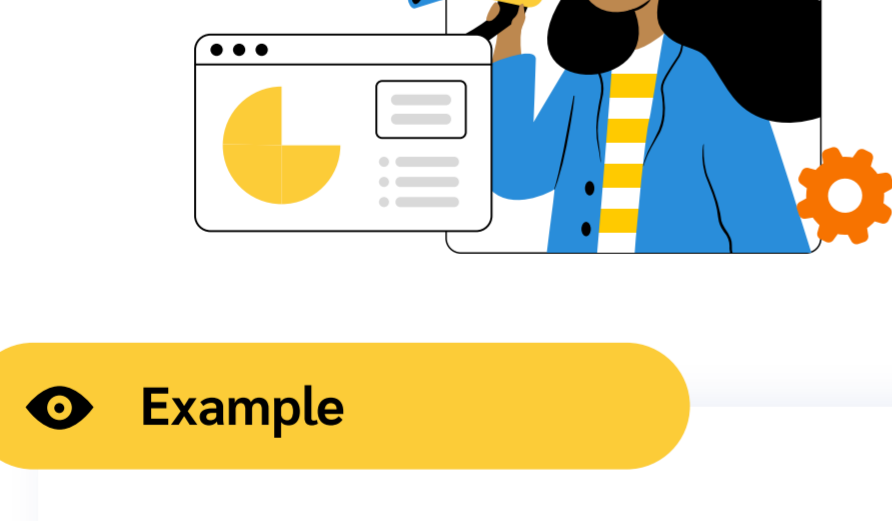
3 Turn loyal customers into revenue-driving advocates

How it works

Satisfied customers are your best promoters. Encourage them to advocate for your company through referral programs, which reward the existing customer, new customer, or both.

Key benefit

Personal recommendations from friends, family, and colleagues increase brand trust and conversion rates.



Disadvantage

Tracking who needs to be rewarded can be hard without the right technology.

Example

RealtyNinja customers refer friends, offering them a **10% monthly discount** while receiving a 10% subscription discount. The program gained **16% of new users** from referrals,

136% higher conversion rate than free trials, and twice the conversion rate compared to paid ads.

Channel-based partnerships: Reseller partnerships directly sell another brand's product

How it works

Reseller partners sell a brand's product directly to customers. They act as a go-between, nurturing and owning customer relationships.

Key benefit

Resellers have a built-in customer base to sell products to at a markup.

Disadvantage

Resellers have more control over setting prices and managing customer relationships than the original brand.

Example



Atlassian leverages reseller partners as an additional sales force to market and resell its products. IT services and consulting firms sell Atlassian products to clients while promoting their own.

A thumbs up for flexible affiliate-based partnerships that support the full funnel

Affiliate partnerships are more flexible than channel-based ones, needing fewer resources.



Take control of marketing and customer relationships. Track every marketing dollar for higher ROI and lower risk. Grow your affiliate partnerships with impact.com—email grow@impact.com to start.