

Discover & Recruit

the partners you really want



Partnerships represent a powerful new path to revenue growth.

On average, high-maturity partnership programs contribute **28%** of overall revenue.

Source: "Invest in Partnerships to Drive Growth and Competitive Advantage, a study commissioned by Impact and conducted by Forrester Consulting."



6 STAGES OF THE PARTNERSHIP LIFE CYCLE

Launching and sustaining a healthy partner program requires maximizing each step of the partnership life cycle.

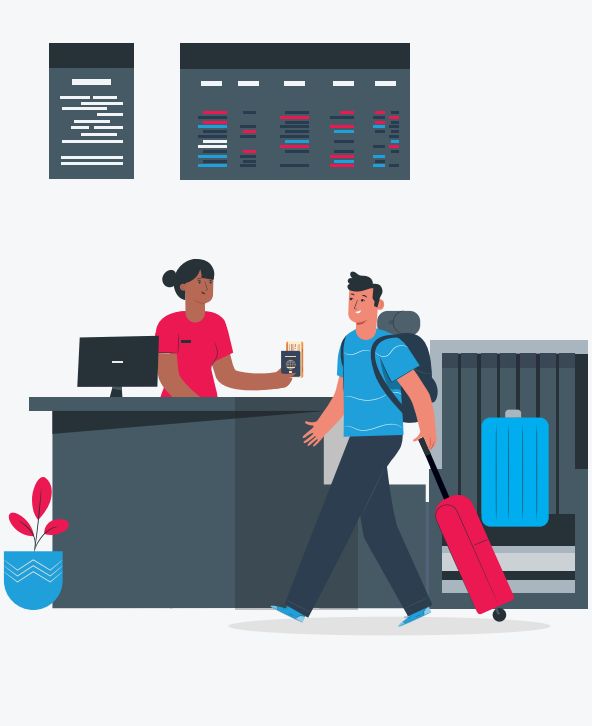


DISCOVER & RECRUIT

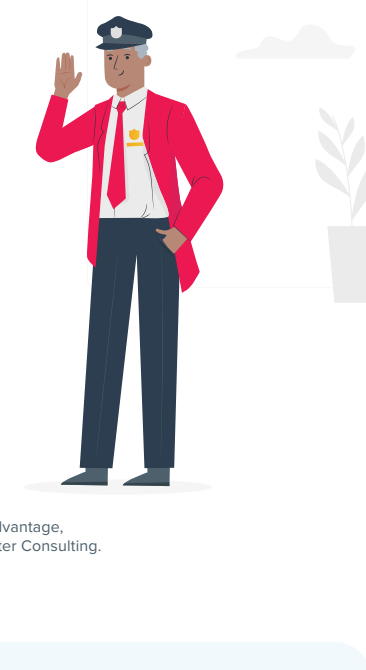
Find and identify new partners, then connect to the best prospects.

- SEARCH**
the million of potential partners.
- FILTER**
partners based on predetermined criteria.
- REFINE**
the list of prospective partners.
- PINPOINT**
the most desirable partners.
- PERSONALIZE**
your outreach.
- KEEP A PULSE**
on what's working.
- VET**
prospective partners after they respond in the affirmative.
- FOLLOW UP**
in order to get a response.

How do you recruit INFLUENCERS, CONTENT & AFFILIATE, MOBILE PARTNERSHIPS



INFLUENCER PROGRAMS ARE ON THE RISE



*Invest in Partnerships to Drive Growth and Competitive Advantage, a study commissioned by Impact and conducted by Forrester Consulting.

Tips to find your best influencers

- Use **data** to make influencer discovery easier than manual searching and evaluation.
- Find influencers who are already **fans of your brand or products**.
- Use **social listening** to track programs and competitors' influencer efforts.
- Identify experts **outside of your immediate vertical**.
- Personalize** your interactions to make the influencers feel special and part of your team.
- Don't be afraid to send **multiple email messages** in order to get a response from a potential partner.
- Reach out to micro- and nano-influencers first, and then **vet** them after they've signaled interest.



CONTENT & AFFILIATE PARTNERSHIP BUILDING BLOCKS



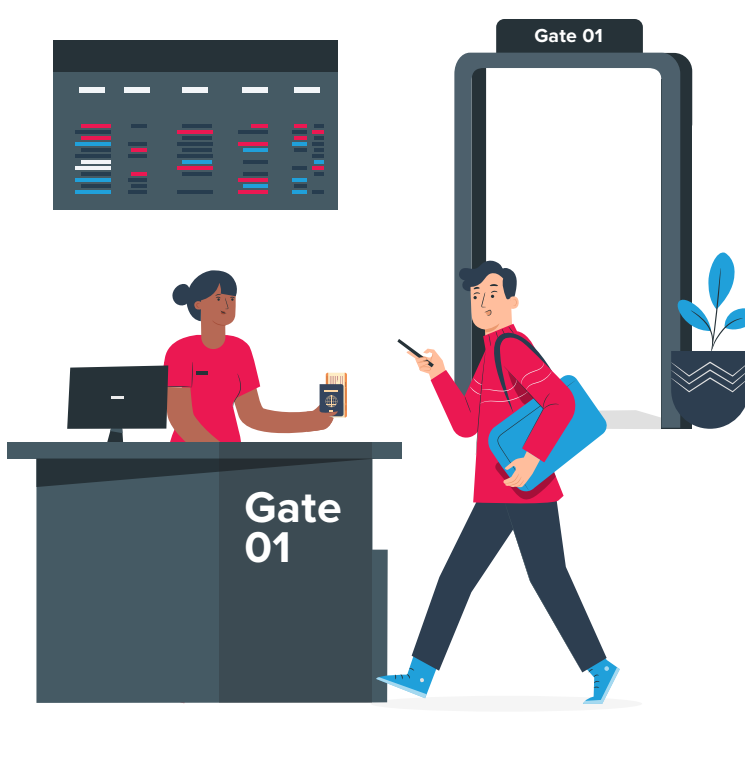
**ZDNet. Publishers say affiliates generate more revenue than other types of marketing, August 2, 2017

Tips to find your best content and affiliate partners

- Get to know your partners**, the value they provide, the audience they cater to, and the overall user experience.
- Continue to **actively recruit** new partners to ensure that the program never takes a step backward.
- Explore **active participants** already earning revenue from affiliate campaigns.
- Use **open platforms** in order to work with the best possible partners, rather than limit yourself to affiliate network lists.
- Assess the **incremental value** each partner can provide.



MOBILE PARTNERSHIPS A VITAL PART OF YOUR FUTURE SUCCESS



The average user spent 3 hours a day on their mobile devices in 2018.

Consumers spent **\$101B in shopping apps in 2018.*****

***AppAnnie, State of Mobile 2020

Tips to find your best mobile partners

- Start at a high level and **determine the criteria** of the apps when assessing potential partners.
- Seek out **relevant apps in adjacent or complementary verticals or affinity-based apps**.
- Send a **mobile-friendly sign-up** screen to make recruitment easier for both you and partners.
- Leverage the **mobile web** to drive consumers to install an app.
- Establish **direct relationships** with your most important and promising app partners.
- Prioritize **direct integrations** to share data with the partner so they can provide the most relevant offer and experience to their audience.
- Adopt **bespoke, one-to-one recruitment** practices to open strategic discussions and planning.



Want to find out more about how partnership automation can help you find and recruit different kinds of partners at scale?

