

# How to manage the full influencer partnership life cycle with impact.com



Build a successful influencer partnerships program to increase brand visibility and trustworthiness with a smart strategy, compatible partners, and impact.com technology.

## Discover influencers that align with your brand values and goals

# 80k+

**Search** 80k+ influencers using impact.com's marketplace.

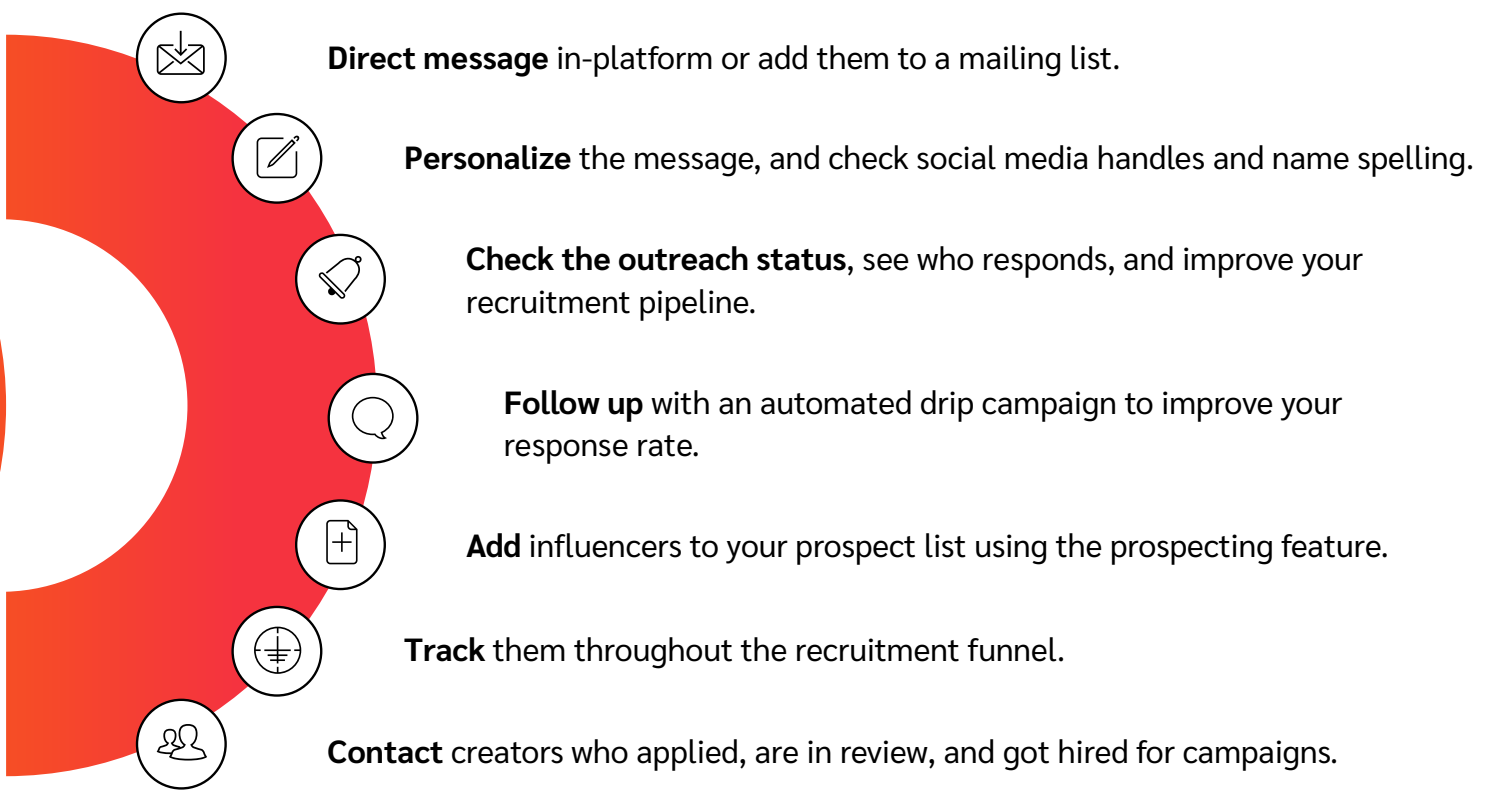


**Filter** by social platform, geography, reach, keyword, and more.

# 100+

**Organize** and group potential partners using 100+ data points.

## Recruit your ideal influencers with automated personalization



## Onboard for success with incentives that drive results



**Provide** a unique sign-up link, or let influencers connect through social platforms.



**Build** confidence and rapport with a campaign brief and quick answers to questions.



**Negotiate** in the platform on deliverables, compensation, usage rights, and more.



**Create** bespoke contracts that include flexible payment models, usage rights, and performance incentives.



**Track** and measure performance, understand true partner value, and optimize campaigns.

## Engage influencers and build strong, productive relationships

**Equip** influencers with your latest products, offers, and content.

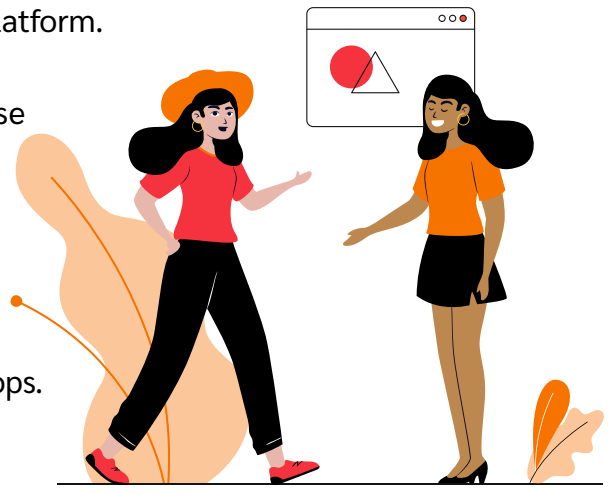
**Collaborate** on performance goals and content proposals within the platform.

**Distribute** content on social media, build an asset library, and repurpose new assets.

**Nurture** relationships with an email drip campaign to keep partners in the know.

**Share** performance data with influencers and build strong feedback loops.

**Use** performance metrics to grow with successful partners.



## Optimize campaigns with real-time data to elevate ROI



**Use** the social monitoring tool to align your brand standards and search influencer and content keywords.

**Measure** partner performance against your goals.

**Track** performance across the entire funnel, from brand awareness to conversion.

**Enhance** your strategy using valuable insights.

**Make** informed decisions for future campaigns.