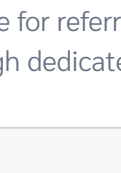


Kick off your marketing program with influencers and affiliates



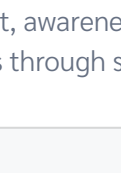
Marketing isn't one-size-fits-all. [Affiliate and influencer marketing](#) may look similar, but each has fundamental differences and goals. Leverage both channels and move your goalposts to achieve bigger wins. But first, the rundown:

DEFINITIONS



Affiliate marketing:

When brands pay affiliates a commission in exchange for referrals—usually through dedicated links.



Influencer marketing:

When brands collaborate with influencers to drive brand trust, awareness, and purchasing decisions through social media.

MEET THE PLAYERS



Affiliates

The individuals or companies promoting the brands.



Brands

The companies that sell products or services.



Target audiences (the consumers)

The people buying the products or services and engaging with the brands, affiliates, and influencers.



Influencers (also known as the publisher or content creator)

The expert in a particular niche (i.e., fashion, beauty, travel, gaming, etc.)

GOALS

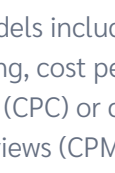
Affiliate marketing:

- Promote products or services
- Drive website traffic
- Boost revenue and product sales
- Acquire new customers
- Increase app downloads
- Grow customer email list
- Improve return on ad spend (ROAS)
- Decrease customer acquisition costs (CAC)
- Increase customer lifetime value (LTV)

Influencer marketing:

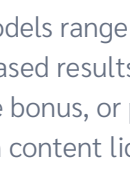
- Increase brand exposure
- Tell a brand's story
- Amplify product or service sales
- Leverage their loyal following
- Build brand authenticity and trust
- Create content for brands
- Generate a return on investment (ROI)
- Improve social media engagement
- Drive website traffic

PAYMENT MODELS AND REWARDS



Affiliate marketing:

Payments models include pay per sale, revenue sharing, cost per action (CPA), cost per click (CPC) or cost per 1,000 views (CPM).



Influencer marketing:

Payment models range from gifting to performance-based results, a fixed-rate with a performance bonus, or pay-per-post and even content licensing.

METRICS

Affiliate marketing:

- Average order volume (AOV)
- Sales volume
- Website traffic
- Converting sales and leads
- Revenue generated
- Expanding incremental value
- Gaining traffic and customers
- Amplifying product adoption or conversion

Influencer marketing:

- Number of new followers
- Website traffic
- Lead generation
- Social media engagement
- Sentiment ratings
- Saves
- Impressions
- Brand awareness
- Conversions to sales

BENEFITS

Affiliate marketing:

- Creates rapid traffic growth
- Targets specific key performance indicators (KPIs)
- Lowers risk
- Lowers initial investment
- Raises ROI

Influencer marketing:

- Builds trust
- Feels more authentic
- Acts as a brand ambassador
- Avoids advertising fatigue
- Highly targeted

STATISTICS

Affiliate marketing:

81% percent of advertisers and 84 percent of publishers in the U.S. use affiliate marketing¹.

81% of consumers do online research before making a purchase².

81.4% of affiliates promote business-to-consumer (B2C) products or services³.

U.S. affiliate marketing spend is expected to reach \$8.2 billion by 2022—more than triple from 10 years earlier⁴.

Influencer marketing:

90% of surveyed respondents believe influencer marketing is effective marketing⁵.

89% of people surveyed say influencer marketing ROI is equal to or better than other marketing channels⁶.

60% of marketers believe that influencer-generated performs better than branded content⁷.

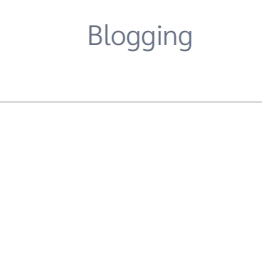
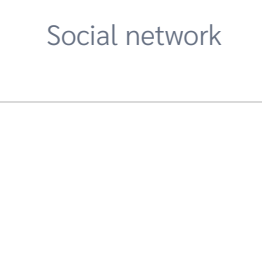
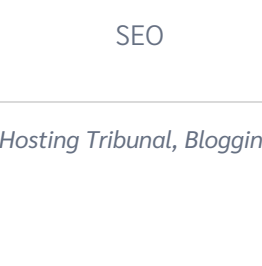
Businesses make \$5.20 for every \$1 spent on influencer marketing⁸.

Influencer marketing increased from a [\\$1.7 billion to a \\$13.8 billion](#) industry in the last five years⁹.

TOP TRAFFIC SOURCES

Affiliate marketing:

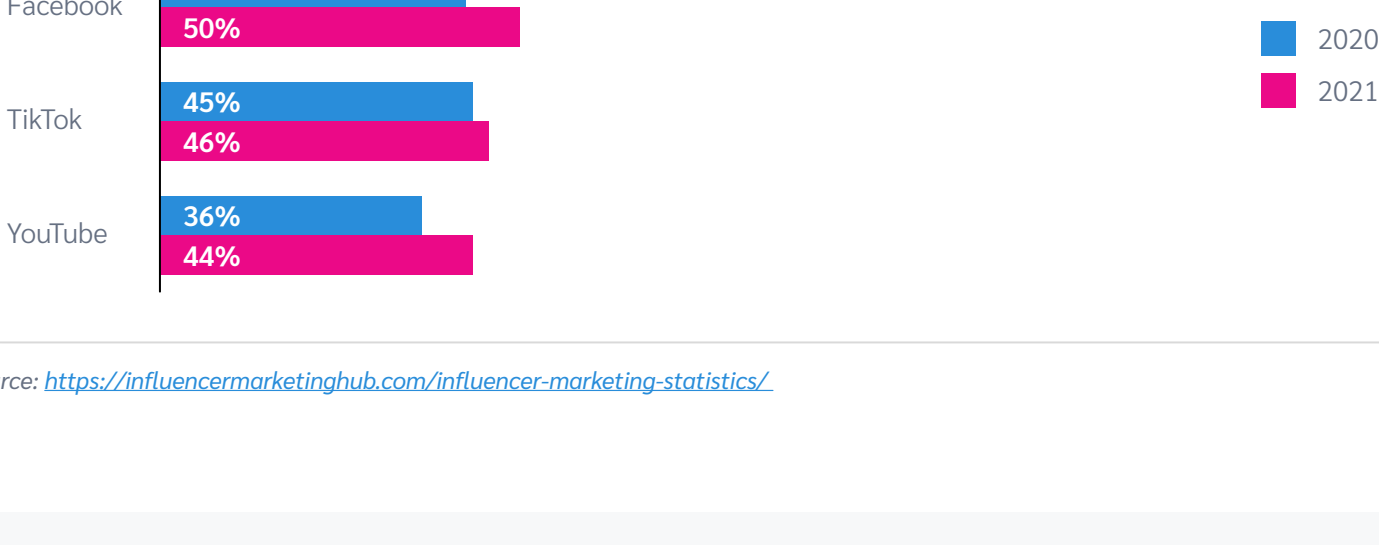
Top 3 traffic sources for affiliate marketers



Source: [Hosting Tribunal, BloggingX, 2021](#)

Influencer marketing:

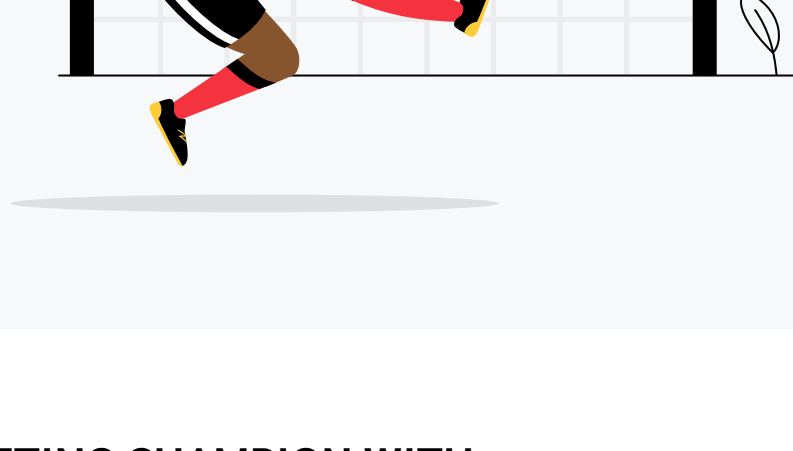
The most popular channels for influencer campaigns (2020 vs 2021)



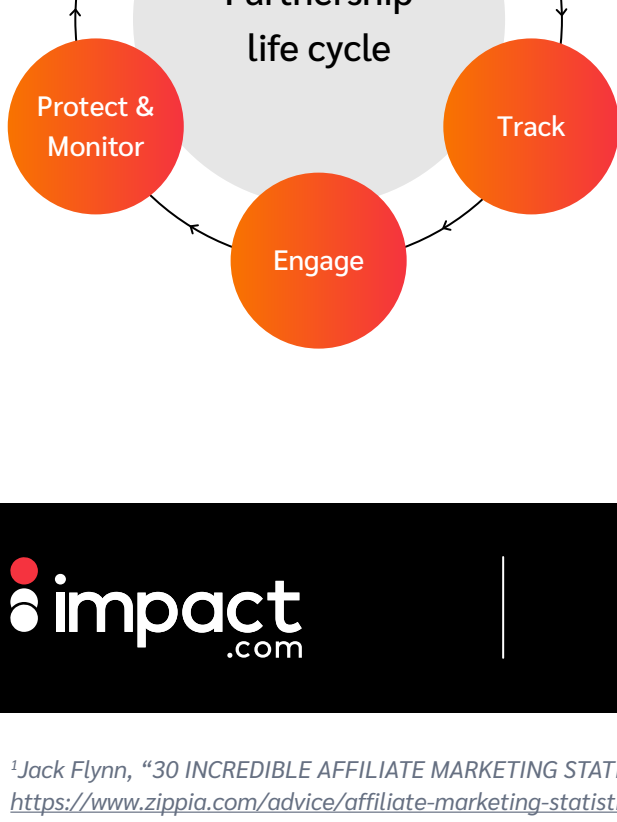
Source: <https://influencermarketinghub.com/influencer-marketing-statistics/>

TIPS FOR SCORING A SUCCESSFUL AFFILIATE AND INFLUENCER MARKETING CAMPAIGN

- 1 Define clear goals from the start
- 2 Rely on data transparency
- 3 Automate your workflows
- 4 Diversify your portfolio
- 5 Test and learn



BECOME A MARKETING CHAMPION WITH INFLUENCERS AND AFFILIATES



While influencers and affiliates can overlap, each partner brings a unique skill set to the playing field. Merge both players to cover all your bases and tap into audiences like never before.

Grow your brand authenticity by leveraging an influencer's built-in audience trust. Outsource content creation to influencers and then repost it to reach more audiences.

With affiliates, you can amplify your product sales, increase app downloads, and grow your audience. They'll go the extra mile to bring in leads since they earn commissions per lead.

While your strategy may be on-point, as your program grows, you'll need the right tools to keep you on your A game. A partnership management platform like [impact.com for Influencers and Creators](#) helps you manage your entire campaign's life cycle, covering discovery and recruitment to optimization, tracking and payments—and more.

¹Jack Flynn, "30 INCREDIBLE AFFILIATE MARKETING STATISTICS [2022]: FACTS ABOUT AFFILIATE MARKETING IN THE U.S.," <https://www.zipppia.com/advice/affiliate-marketing-statistics/>

²Thomas J Law, "19 POWERFUL ECOMMERCE STATISTICS THAT WILL GUIDE YOUR STRATEGY IN 2023", <https://www.oberlo.com/blog/ecommerce-statistics>

³Johannes Rastas, "Useful affiliate marketing statistics", <https://supermetrics.com/blog/affiliate-marketing-statistics>

⁴Statista, "Affiliate marketing spending in the United States from 2010 to 2022", <https://www.statista.com/statistics/693438/affiliate-marketing-spending/>

⁵Jacinda Santora, "Key Influencer Marketing Statistics You Need to Know for 2022", <https://influencermarketinghub.com/influencer-marketing-statistics/>

⁶Jacinda Santora, "Key Influencer Marketing Statistics You Need to Know for 2022", <https://influencermarketinghub.com/influencer-marketing-statistics/>

⁷Jack Shepherd, "28 Essential Influencer Marketing Statistics You Need to Know in 2022", <https://thesocialshepherd.com/blog/influencer-marketing-statistics>

⁸Jacinda Santora, "Key Influencer Marketing Statistics You Need to Know for 2022", <https://influencermarketinghub.com/influencer-marketing-statistics/>

⁹Statista, "Influencer marketing in the United States", <https://www.statista.com/study/102541/influencer-marketing-in-the-us/>