



Partnership design canvas

Potential partner:

Use this template to design your strategy
and set your partnerships up for success.



**Interactive
worksheet**
Download to use

What experience do you want your customers to have?

Ask yourself these questions:

- What is our joint customer value proposition?
- Where/when/how will the customer experience take place?
- What action do we want our target customer to take, and how do we make the experience as frictionless as possible?



Contracting and commissioning

What should your partner contracts include?

- How will partners be rewarded?
- How do we plan to make the proposed commission structure fair and motivating to the partner, especially if they are not the last touchpoint in a journey?
- Does a chained compensation structure make sense? For example, do you want to pay partners one amount for a near-term, non-revenue-generating success event, such as account creation, and another amount for a longer-term, revenue-generating success event, such as a subscription purchase?

What do your business's contracts need?

- What products or services generate the most margins now? How do we structure our contracts to protect those margins, while leaving room for special promos or more demanding partners?
- What items are selling the most? Do these items sell themselves, or do we want to incentivize more sales of bestsellers?
- What return/cancellation period do we need to consider when deciding when to release payment to the partner?
- What special terms will we want in the contract? For example, do we want to limit trademark bidding?

Tracking and measuring system

- How will we track relevant customer actions?
- What attributes do we need to (or want to) track? Do we want to track new versus returning customers, product SKUs, margins, or something else?
- What data and reports will be shared to the partner and at what frequency?

Partnership success plan

- What are the key milestones for the partnership? How soon do we expect this partner to become productive?
- What is the partner onboarding plan? What education and mentoring might this partner benefit from?
- What feeds, creative, communications, promotions, tools, or assets will we need to provide this partner to maximize their productivity? How frequently?
- What is our promotional calendar for the year, and how will this partnership benefit from and plan for upcoming initiatives?
- How frequently do we expect to meet up to collaborate and brainstorm unique campaign ideas? How often will we meet to assess the partnership?
- Will translation and localization be needed?

For more ideas and guidance on partnerships management, check out these other [impact.com](#) resources:

- [Partnership life cycle best practices: Contract and Pay](#) (ebook)
- [Best practices for tracking your partnerships](#) (ebook)
- [Best practices for optimizing your partnerships](#) (ebook)
- [Your how-to guide to managing partnerships throughout their life cycle](#) (infographic)
- [Ultimate guide to partnership marketing](#) (ebook)