



How to make your partnerships program attractive to partners

Download this worksheet to ensure you have everything you need to draw the best partners to your program.



**Interactive
worksheet
Download to use**



Attracting the best partners requires you to differentiate yourself from the competition. Well-resourced and well-paid partners will be more motivated to promote your brand. Use this form to evaluate your partnerships program and identify ways to make it more attractive to both prospective and current partners.

Contract terms

The contract terms you offer essentially entice partners to promote your brand. Think carefully about how to achieve your's and your partners' goals simultaneously — this effort ensures long-term partnership success.

1. How do your contract terms (e.g., commission rate, referral window, payout schedule) stack up against competitor program contract terms?

2. Which contract terms can you adjust to achieve your program goals and entice partners to work with you over the competition?

Consider modified terms such as increased commissions for new customers, reduced payouts on specific promo codes, and higher base-rate commissions for top-tier partners.

Contract terms (cont.)

3. How can you activate and incentivize partners to promote your program?

For example, offer a fixed bonus for partners that drive a sale within the first month of joining your program or a short-term performance bonus during an important sales promotion.

Educational resources

Educating partners on how to market your products and services forms part of an essential onboarding task. If partners cannot clearly articulate your key value propositions and what separates you from the competition, they cannot effectively promote your brand.

4. Which educational materials and training resources do you provide to inform partners about how your products work and how they differ from the competition? Which value propositions should partners use to market your products effectively?

5. Do you use learning management systems to equip partners to market and sell your products effectively? If so, which systems (e.g., LearnUpon)?

Content

Partners rely on content such as banner ads, product catalogs, and promo codes to effectively promote your brand on their websites and social media profiles. It's important to equip partners with everything they need to highlight your brand to their audiences.

6. Which ad types and sizes do you provide to partners (e.g., banner ads [970x250], text ads, video ads)?

7. How can you optimize a mix of long-term evergreen content and short-term promotional content for partner use?

8. Which product catalogs do you allow partners to access (if applicable)?

9. Which partner types receive access to exclusive offers or promo codes?

10. Under what circumstances do you allow partners to request custom ads?

Communication

Constant communication between brands and partners plays a central role in the most successful affiliate partnerships. Frequently communicate with your partners to announce upcoming product releases, promotions, and commission changes. Furthermore, work closely with top partners to identify ways to optimize efforts and ensure that these partners remain happy and engaged.

11. How do you communicate the value you bring to your partners? How do you help partners reach their goals?

12. How often do you send newsletters to notify your partners of upcoming deals, new product releases, and sales?

13. How often do you communicate with top partners to identify ways they can increase promotional activities and remain engaged?

Program branding

Everyone (including your partners) likes a positive user experience. Brand your partnerships platform and email communication to elevate your partner experience.

14. Do you provide partners with a branded experience in your partnership platform?

15. Which branded elements do you incorporate into partner emails?

Brand metrics

Partners care about your brand's program metrics (e.g., earnings per click [EPC], average order value [AOV]) because metrics provide a sense of how much they can earn when they promote your brand. For example, if your EPC is higher than the competition's, partners are more likely to promote your brand since they'll earn more for the same number of clicks.

16. What are your program's EPC and conversion rate? How can you optimize your product/program/website to increase these metrics?

Brand metrics (cont.)

17. What is your AOV? How can you increase AOV to further incentivize partners to promote your products?

18. What is your return rate? How can you lower it?

Want to hone your affiliate and partnerships program management skills?

Enroll in the [Partnerships Experience Academy \(PXA\)](#) and learn everything you need to know about partnerships and affiliate marketing — from beginner courses to in-depth strategic guidance.

For more ideas on running a successful partnerships program, check out these impact.com resources:

- [Partner recruitment 101: Understanding your options to grow your partnerships program](#) (ebook)
- [Best practices for engaging partners](#) (ebook)
- [13 best practices for affiliate partnerships](#) (ebook)