

# Grow Through Partners: Developing Relationships for Faster Growth

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**1**

## **Send Your First Broadcast (2.0 Style)**

Discover Automation Links

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**2**

## **Fix Your Follow-up (“The Key Three”)**

New Lead Campaign

Long-Term Nurture Campaign

New Customer Campaign

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**3**

## **Automate and Grow**

Apply the 9 Building Blocks to Infuse Your Entire Business

## Agenda

- **WHY BOTHER?** Benefits of growing through partners.
- **SHOW ME DA MONEY!** How to set up the right commission structure for your business.
- **GET MOVING!** How to motivate your affiliates.
- **DO THESE JEANS MAKE ME LOOK FAT?** How to make your program attractive to affiliates.
- **MAKE ME A SUPERSTAR.** How to give affiliates the resources they need.
- **USE A PARACHUTE.** How to keep your program out of trouble.
- **Q & A**



A photograph of two men in black business suits jumping with their arms raised in celebration. They are standing on a sandy beach with the ocean and a clear blue sky in the background. The image is framed by a white border.

**WHY?**

***Benefits of growing through partners.***

## Benefits of Growing Through Partners

- Extend your reach
- Lower your cost per acquisition (CPA)
- Increase conversions
- Boost your brand



# SHOW ME DA MONEY!

**How to create the right  
commission structure  
for your business.**



## 4 Pillars of a Strong Commission Program

Ask yourself four basic questions:

- Should I credit affiliates **immediately upon purchase** or **wait until I collect the cash** from my customers?
- Should I pay commissions in one **lump sum**, in **multiple payments**, or in **recurring payments** over the lifetime of the client?
- Should I pay the **lead affiliate**, **sale affiliate**, or **both**?
- Should I pay a **fixed amount** or a **percentage of sale**?

## Should I credit affiliates immediately upon purchase or wait until I collect the cash from my customers?

	Up-Front Credit in Full	Credit on Customer Payment
Advantages	<ul style="list-style-type: none"> <li>• Motivating for affiliates</li> <li>• Reduces questions like "Why haven't I gotten paid yet"</li> </ul>	<ul style="list-style-type: none"> <li>• Helps with cash flow</li> <li>• Reduces risk</li> </ul>
Disadvantages	<ul style="list-style-type: none"> <li>• You may pay commission for a sale that you never collect</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliates have to wait longer for payments, which can be de-motivating.</li> </ul>
Recommended Use	<ul style="list-style-type: none"> <li>• If you require immediate payment</li> <li>• If there is a low chance of non-payment or cancellations with refunds</li> </ul>	<ul style="list-style-type: none"> <li>• If you accept checks</li> <li>• If there is a high chance of non-payment or cancellations with refunds</li> </ul>



## Should I pay commissions in one lump sum, in multiple payments, or in recurring payments over the lifetime of the client?

	<b>Lump Sum</b>	<b>Multiple Payments</b>	<b>Recurring</b>
Function	<ul style="list-style-type: none"> <li>• Pay once (fixed or % of sale)</li> </ul>	<ul style="list-style-type: none"> <li>• Series of equal payments over a set period of time</li> </ul>	<ul style="list-style-type: none"> <li>• Series of payments (fixed or %) for lifetime of client</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>• Motivating for affiliates</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces risk</li> <li>• Helps cash flow</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages affiliates to help retain clients</li> <li>• Reduces risk</li> </ul>

## Should I pay the Lead Affiliate or the Sale Affiliate?

	Lead Affiliate	Sale Affiliate
Role	<ul style="list-style-type: none"> <li>• Generate the lead</li> </ul>	<ul style="list-style-type: none"> <li>• Close the sale</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>• Cost effective</li> <li>• Shifts the cost of lead gen to affiliates</li> <li>• Allows you to control the sales cycle</li> </ul>	<ul style="list-style-type: none"> <li>• Cost effective</li> <li>• Shifts the cost of sales to affiliates</li> <li>• Encourages affiliates to help close deals</li> </ul>
Notes	<ul style="list-style-type: none"> <li>• You can decide whether to pay the FIRST referring affiliate or the LAST referring affiliate</li> <li>• You can limit how long lead referrals are good (ex. <i>expire after 45 days</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• If you don't have an external sales force, you can use the sale affiliate function to pay commissions to your internal sales reps</li> </ul>

## Scenario 1: Lead Affiliate

Acme Online sells an affordable array of products online and uses affiliates to drive traffic to their site.

Andy Affiliate refers several leads to Acme Online through his newsletter. One of the leads submits a webform on Acme's website and then buys a product a few days later.

Andy Affiliate will get paid as the LEAD AFFILIATE because he generated the lead.



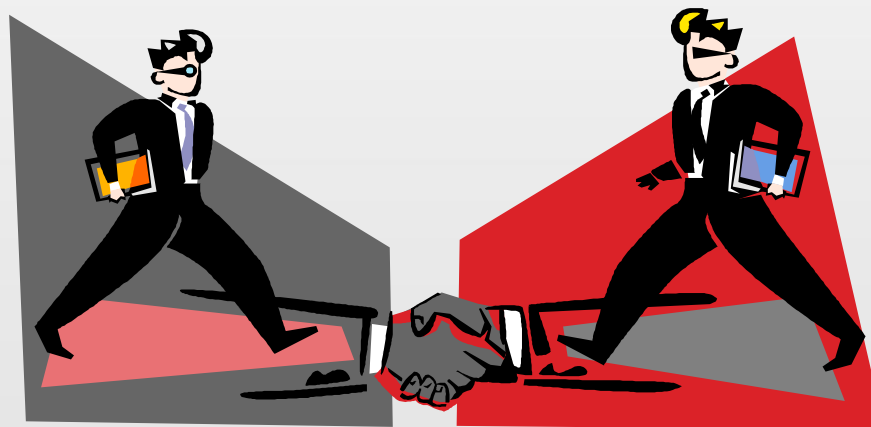


## Scenario 2: Sale Affiliate

A lead is interested in Acme Online but is undecided about buying. He does a web search for finds Alyssa Affiliate, a partner of Acme Online. After talking to Alyssa, the lead decides to buy.

Alyssa enters the sale and provides additional support services to the client to ensure long-term retention and satisfaction.

Alyssa Affiliate will get paid as the SALE AFFILIATE because she closed the deal.



## Should I pay a fixed amount or percentage of sale?

	Fixed Amount (\$50)	Percentage (10%)
Advantages	<ul style="list-style-type: none"> <li>• Easy to calculate actual cost of acquisition</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to calculate % cost of acquisition</li> </ul>
Recommended Uses	<ul style="list-style-type: none"> <li>• Use when paying a low % on a high-priced item</li> </ul>	<ul style="list-style-type: none"> <li>• Use when paying a high % of a low-priced dollar item</li> </ul>

<b>\$100 product</b>	50%	\$10
<b>\$5k product</b>	1%	\$500





## Should I create a multi-level affiliate program?

- Excellent way to reward affiliate for recruiting more affiliates

Level	Payout %	Commission
2 (Alex)	10%	\$10
1 (Bryan)	25%	\$25
<b>Total</b>	<b>35%</b>	<b>\$35</b>

## Should I make exceptions within my program?

- Pay more or less commission for a particular product.
- Pay higher or lower commissions to a particular affiliate.
- Exclude products or subscriptions from commissions.



# GET MOVING!

*How to  
motivate  
affiliates.*



## Special Promos & Contests

- Identify your objectives
- Define SMART goals for each affiliate
- Create an incentive
- Give ample notice
- Examples
  - Twitter Contest
  - Banners
  - Special Event
  - Product Launch/Seasonal Product

## Affiliate Ascension Path

- Set ongoing goals for your affiliates
- Reward them as they graduate to the next level

## Build Trust

- Be fair
- Hold up your end of the bargain
- Over communicate



## Ask them what they want

- Create a MUTUALLY beneficial partnership
- I'll scratch your back...

# DO THESE JEANS MAKE ME LOOK FAT?

*How to make your program  
attractive to affiliates.*

## If you build it, they will come

- Start off on the right foot
  - Welcome
  - Access to resources and reports
  - Success Tips
    - Link Placement
    - Top Performing Links
    - Sales Copy
    - Policies

## If you build it, they will come

- Ongoing communication
  - Newsletters
  - Engagement Campaigns
  - Special Offers
  - Tips and Tricks
  - Say Thanks
- Provide training
- Offer a quality product
- Increase your conversion rate



# MAKE ME A SUPERSTAR.

*How to give affiliates the  
resources they need.*



## Affiliate Resource Center

Portal for affiliates to access:

- Marketing Resources
  - Links
  - Banner Ads
  - Emails
- Resource Pages
- Reports
  - Commissions Generated
  - Link Tracking Stats
  - Products Sold
  - Subscription Sign-ups



Does your **small business**  
**consume your life?**  
Learn how marketing automation can help you



Get your life back





# USE A PARCHUTE.

*How to keep your  
program out of  
trouble.*

## Beware of:

- Black Hat
- Bad traffic
- Spammers
- Holes in your policies
- Illegal transactions
- Site leaks
- Damage to your brand





