



## **Partnership Marketing Playbook**

Building a Partnership Marketing Programme  
for Growth & Customer Experience

[www.propellocloud.com](http://www.propellocloud.com)

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# Introduction

# Introduction

Propello's Partnership Marketing Playbook provides guidance for building a partner ecosystem and seamlessly scaling and optimising a bespoke digital partnership programme for increased customer acquisition, engagement, and brand awareness.

We'll explore some common barriers and challenges to launching digital partnership programmes and some of the 'plays' and resolutions.

Staying relevant in a fast-paced, constantly evolving market is arguably one of the biggest challenges modern businesses face. Brands need to constantly find creative ways to stay ahead of the competition. Crucially, deploying marketing strategies that can increase customer acquisition, boost loyalty and retention, engage customers and build brand awareness, should be a primary focus for Marketing and business leaders.

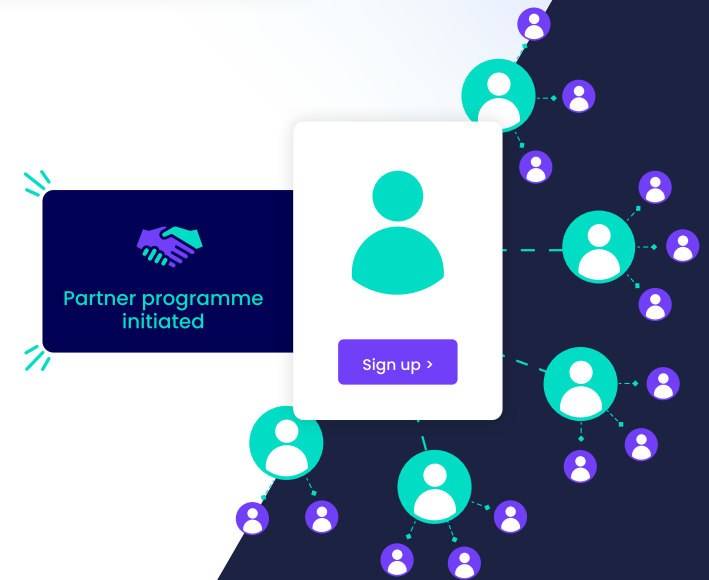
Digital partnership marketing creates a roadmap to help brands stand out from the competition and create a USP through relevant partner offers, deals, and discounts. An approach giving the end-user unique added value, whilst helping brands expand and scale effectively.

Marketers and business executives who are responsible for revenue growth must come to grips with the realities of customer acquisition. The world is embracing stricter data privacy laws, which has made the challenge of reaching the right audience more difficult and more costly.

As this global acceptance increases, technology continues to advance at a blinding pace, making competition between brands fiercer. This underlines the need for businesses with similar goals to collaborate and leverage shared resources to thrive.

**A recent report discovered that over 77% of respondents view partnership marketing as a key component of their marketing and sales strategy. This view was presented by the practitioners and decision-makers responsible for planning and executing partnership programmes in over 454 global companies.**

With this evidence, it is clear what the world thinks about partnership marketing; there is strength in numbers. With indirect channels responsible for over 75% of global trade, alliances, channels, and partnerships look set to change the customer market landscape.



# What is Partnership Marketing?

Partnership marketing or brand-to-brand partnerships combine the promotional efforts of two or more brands in a mutually beneficial alliance. With shared resources, all parties involved in the alliance benefit by marketing their products and services directly to a new market cost effectively. Although the goals of each partnership can vary, the overall effect is an improved brand image and an increase in revenue and customers through leveraging new audiences.

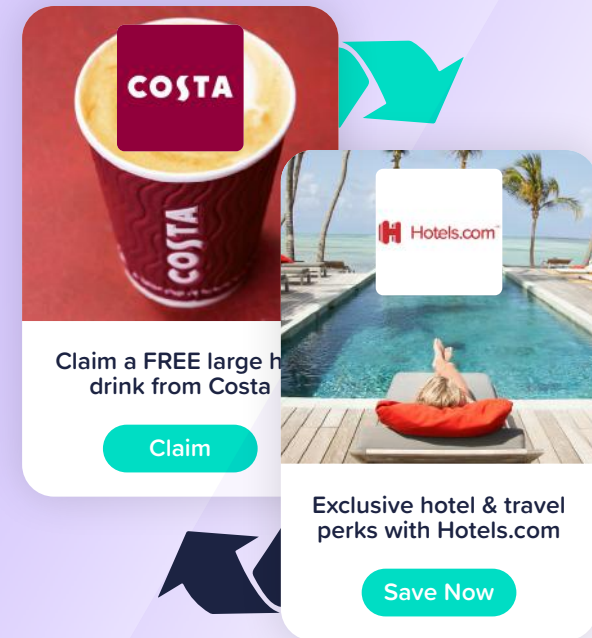
Partnerships help maximise your marketing budget through shared resources and expertise. It boosts brand presence, accelerates growth, improves customer experience and lifetime value (LTV), and helps businesses achieve brand differentiation.

The days of businesses operating as stand-alone silos have passed. Several large companies including the likes of Hubspot, Facebook, Google, and Microsoft have all used partner programmes to accelerate revenue

growth within partnership channels and at the wider organisational level. The benefits of marketing alliances are not restricted to these large, established businesses alone. With the right approach and technology platform, any business can use partnerships to gain access to new markets, acquire new customers, and boost revenue.

With the help of technology, digital partnerships provide several benefits that traditional offline partnerships cannot match, especially for brands offering customer memberships and subscriptions.

Businesses that choose offline advertising channels face the ongoing challenge of monitoring partner programme outcomes. Campaign tracking is often based on fictional valuations and does not meet the standards of the modern digital age. Digital partner channels provide access to a wider range of offers, deals, and incentives to offer your customers, and automation makes it easy to track progress within programmes.



# What are the Key Benefits of Partnership Marketing?

## Gain access to a new audience

Marketing your products and services to untapped markets is perhaps the most important advantage of partnership marketing. You can augment your outreach efforts when you collaborate with other brands to create a one-of-a-kind marketing campaign. The main objective is to offer both sets of customers added value and incentives and create additional revenue and growth opportunities for brand partners.

## Boosts brand awareness

When partnering with established and trusted brands, you have an increased chance of gaining their audience's confidence. Access to a new audience, who are more likely to convert because of your relationship with a trusted brand, will have a significant positive impact on your reputation and boost your credibility among potential new customers and members, and even your existing audience.

## Add value to your existing audience

You must always consider the extra value you can offer customers before committing to a partnership. Partnerships leverage the combined weight of expertise, experience, opportunities, and resources in alliances to create improved solutions that meet—and exceed—customer expectations.

It allows you to improve your brand's customer experience (CX) and lifetime value (LTV), which encourages customer loyalty and boosts retention and engagement.



# What are the Key Benefits of Partnership Marketing?

## Increases customer retention rates

Making your customer base accessible to your partner goes beyond simply providing them with the reciprocity necessary to market to their audience. By partnering with relevant brands with goals aligned to your own, you can give your audience added value through rewards and incentives for relevant partner products and services.

## Cost-effective marketing

Partnership marketing can be a more effective and money-saving alternative to traditional advertising methods such as Pay Per Click campaigns and similar marketing strategies.

Partner marketing approaches like “barter exchange” allow you to explore unconventional approaches to selling products. Bartering (exchanging products and services) is valuable for start-ups with limited cash flow.

The right partner relationship can put your products in the hands of your target audience, creating a memorable interaction with your brand cost effectively.

## Faster go-to-market strategy

A digital partnership has the potential to help you reduce the delays and costs of launching offline marketing programmes. Slow speed-to-market is among the major challenges affecting the success of marketing campaigns.

With the help of technology, your partnership programme can help you to overcome those barriers via a white label platform that eliminates the need to dedicate internal resources to setting up and managing your marketing campaign.



# What are the Key Benefits of Partnership Marketing?

## Larger resource bank for accelerating brand growth

Every business is crafted uniquely, with different ideas on how to best invest and varying financial means. An alliance could allow you to benefit from resources that you might otherwise not have access to.

The low cost of partnership marketing is due to a variety of factors. When you combine marketing efforts with other brands, you have access to a larger talent pool, which eliminates the cost of outsourcing.

By associating with a partner with a strong and positive brand reputation, a business can leverage this to enhance their own brand equity. Partners also provide a wealth of new insights and experiences that may significantly improve your marketing initiatives.

Partnership marketing is even more beneficial if you're breaking into a new market. It often takes a lot of money to create brand awareness when entering a new market. In an alliance, you can benefit from your partner's reputation and credibility to establish your brand as a viable option in your industry.

Collaborating with trustworthy brands endears your brand to their audience. An alliance is a vote of confidence from both sides and directly affects the way customers interact with both brands. This underlines the importance of picking the right partner to build on that good reputation and boost your brand credibility.

## Access to a larger talent pool

It is always preferable to have an abundance of resources, whether as a large corporation or a small startup. Working with other brands can make a huge difference if you have a small firm and handle the marketing yourself. Large businesses can also get better results by including more people in the brainstorming process to generate creative solutions.

When it comes to complicated programmes, the adage "the more, the better" is very accurate. You can do more by collaborating with other businesses and truly spreading the workload. Instead of the marketing generalist mindset you stick with at a smaller business, collaborating with a bigger brand gives you access to talented specialists.

You'll achieve more by forming alliances than you could alone, no matter what your partner contributes to the relationship. The more relevant partners you introduce to your alliance, the better your chances of competing with the leading brands in your industry.





# Partnership Marketing Challenges



# Challenge 1

How to create a partnership marketing strategy

# How to create a partnership marketing strategy

Plays: Partner marketing strategy



Set partnership objectives against wider business goals



Evaluate available resources



Investigate partnership types



Select your partners



Define your programme SMART KPIs



Investigate & deploy technology and tools available to launch a digital partner programme

The underlying strategy is an integral component of successful partnership marketing programmes. To address your business objectives, you must get your strategy right, whether it's choosing the type of partnership, picking the right partners, or knowing which KPIs focus on.

# Plays: Partner marketing strategy

In the modern battleground of brand marketing, the influence of partnership marketing in improving exposure and opening new distribution channels is essential for brands that want to maintain relevance. With budgeting being an ever-present concern, a partnership programme provides a strategy to expand your business, attract new clients, and tap into untapped markets.

Partner marketing is an effective technique for combining outreach efforts and expanding audiences for both parties. That depends on the specific circumstances of each case. Some organisations find it difficult to devote enough resources to achieving brand growth and forming alliances to resolve this. Others collaborate to fill in the gaps in their skill sets and leverage the expertise of partner brands.

The corporate world is evolving along with the rest of the planet. Businesses acknowledge the impact of joint marketing initiatives and partnerships in order to respond quickly to these dynamic developments. The most

obvious justification for partnership marketing is to supplement limited resources, whether those resources be in the form of funding, talent, or even goods and services.

Nowadays, very few businesses can afford to buy growth through paid search. Each year, the cost of purchasing keywords on Google or Facebook increases. Some smaller businesses may find it expensive. A marketing alliance can be quite beneficial in such situations.

Partnership marketing has several advantages. You can pool resources, build a new clientele, and increase the visibility of your business. To enjoy these benefits, you must choose the right partnership approach that complements all involved parties and satisfies your business objectives.



# Choosing the right partnership type

The appropriate marketing partnership type for your business is a reflection of your long-term business goals. First, you must understand what you want to achieve, and only then can you identify the best course of action to achieve those objectives. You need to choose a partnership model that allows you to reach your goals.

Not all partnership marketing models will suit all businesses. The secret to avoiding failure is to carefully consider your business needs and choose the approach that best complements those needs.

Here are the top five partnership marketing approaches:

## Loyalty partnership marketing

Loyalty partnerships diversify your product offerings and establish brand credibility.

Through partner websites, apps, and other channels, loyalty partnership marketing makes use of incentives to reward customers for their patronage. In essence, loyalty programmes offer rewards to customers in exchange for reaching a target when engaging with a brand.

Engagement is commonly measured by the frequency at which customers buy or use your products and services. They are rewarded with points, which usually count towards a prize, offer, deal, or discount after a set threshold.

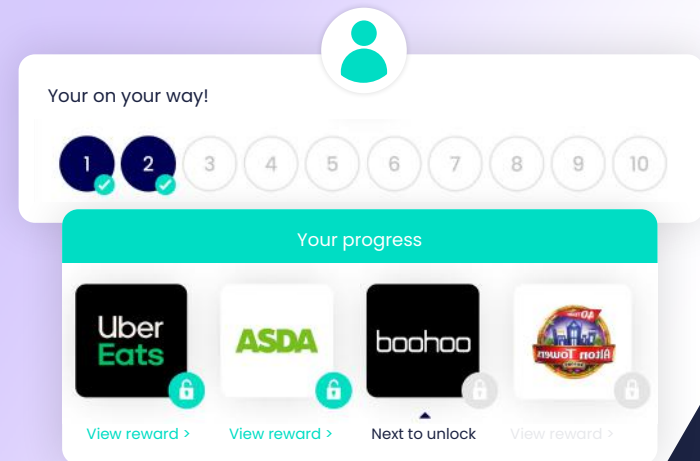
Customers can claim partner brand discounts, products, or special offers when they reach specific milestones. They have extra value to look forward to as they purchase your products, which keeps them motivated and loyal to your brand.

## Barter exchange

In partnership marketing, bartering refers to the exchange of goods and services between partners without the use of money. This sort of partnership expands the market for your products and builds the customer's trust in your brand.

For smaller companies with limited cash flow, bartering can be a fantastic choice. Through these connections, you can expand your audience and convey your brand in a way that is more effective, believable, and memorable.

You should think about using a barter exchange if you want to gain from the barter system. Propello provides a user-friendly tracking tool to keep track of partner barter transactions and provide crucial daily, monthly, and annual statistics.



## Affiliate marketing

Affiliate networks such as Awin connect digital publishers with brands, businesses, and merchants aiming to market their goods and services. This type of digital marketing involves businesses working with publishers to offer items to the audience of the publication. Publishers might be bloggers, brands, or websites with comparable audiences to the company's target market.

Collaborating with publishers offers your company access to potential new clients. There are several types of affiliate marketing initiatives. Some brands include links to their websites in their marketing material. Others make use of newsletters, social media, banner advertisements, and promotional pages.

This approach is mutually beneficial as buyers can examine the product on the publisher's website or mobile app and then decide to buy it. The business makes a new sale, and the publisher gets a cut of it or a small payment for driving visitors to the business' website. Reviews from reliable publishers are still one of the most effective marketing techniques. Additionally, some publishers will add graphics and videos to the content to support campaigns.

**Propello has access to a wide network of publishers and affiliates, which improves your brand's visibility. Our digital platform provides statistics so that you can concentrate on strategies with the highest conversion rates.**

## Distribution partnership marketing (Cross Marketing + Bundling)

Despite affiliate marketing dominating business relationships since it's among the easiest collaborations to set up, a distribution model can be highly beneficial as well. It also happens to be among the most popular types of partnership marketing.

You can use distribution by combining your product or service with that of your partner brand—bundling. The second method (cross-marketing) involves advertising your partner's offerings to your audience via your platforms.

Your brand gains customer confidence if your services appear alongside their offerings on their platforms. Though physical products instantly spring to mind, there are other effective digital options, such as distributing discounts or printing your QR code on the partner brand's product packaging.

**With our digital rewards platform at Propello, both partners can automate the inclusion of deals, giveaways, and promotions of each other's products and services (i.e. through discounts and vouchers) in online bundles.**



# Choosing the right partnership type

## White Labelling

In this partnership, one party rents or sells an existing item or service to a partner brand. It offers access to seasoned experts who already have the expertise and production solutions to deliver a product or service that you need. When selecting the ideal choice, try to concentrate on partners who are highly skilled in a particular service.

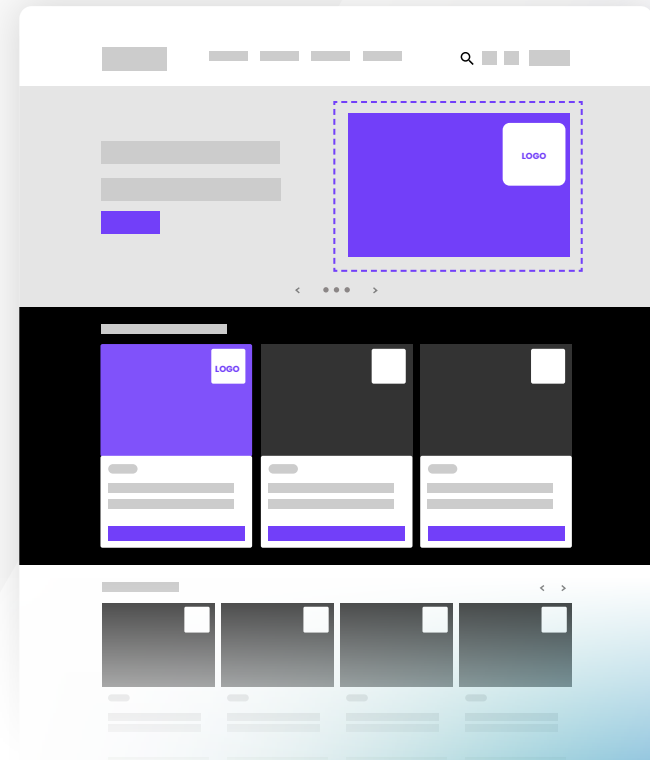
Tools are a must for organisations to complete jobs. The better the quality of available tools, the better the solution. For instance, building a partner programme platform is an expensive and time-consuming task. It also requires skilled personnel to operate, maintain, and track partner programme performance.

However, if you work with a white label partner like Propello, you get unrestricted access to the tools and expertise you need.

The benefits of a white label partnership cannot be underestimated. Not only will you vastly reduce time to market and the cost of implementation, but the skills and experience of partnering with experts will also greatly improve the efficacy of your programme. Moreover, the opportunity cost of diverting your own team into a project that is far from your core business can have a huge impact on lost business.

A white label partner will normally not communicate with your clients at all. You will receive credit for any job they complete. Any form of communication would be conducted as an extension of your marketing team. Your collaboration will typically be kept private, and no identities will be shared without your permission.

**Our fully customizable white label rewards platform at Propello is an excellent example. Your customers get access to personalised benefits packages and exclusive discounts on products and services on a platform that bears your brand name.**



# Selecting your brand partners

Identifying your business objectives is crucial when selecting partners to ally with. Establish what you hope to accomplish with the partnership and use that information to guide your search for the right partner.

Clearly state each partner's expectations from the campaign and how you intend to measure success. To develop a mutually beneficial programme, both sides should meet and discuss their goals, the target market, and objectives. Coordination is key to the success of partnership marketing and must cut across schedules, measurements, resources, and a detailed execution plan.

Here are some qualities you should look for in a marketing partner:



## Brands with a similar target audience

Finding businesses that are not in your immediate line of business won't be difficult, but you also need to locate ones that indirectly contribute to your target market. The greater alignment you can achieve here, the better.

Make sure potential partners have customers who can afford your services. It's not a good fit if they have a client base that is so enormous that you cannot service them. Furthermore, ensure you have the required expertise to deliver your end of the bargain.

**With Propello, you get access to a robust partner network of established brands. Your customers get access to personalised benefits packages and exclusive discounts on products and services on a ready-to-launch platform.**



## Brands with a large following or a market leaders in a niche

You want your partner to have a sizable list of customers or leads. Your company should also be matching that contribution. Consider their social following on LinkedIn, Facebook, YouTube, or Instagram in addition to the database's size.

This means you will reach a large number of prospects, assuming the joint marketing strategy covers social media promotion. Keep in mind that their social media following and email list should contain your ideal audience. Although numbers carry weight, targeting and alignment are more crucial.

However, some brands within a niche will perform better than a large general brand as their audience is more bespoke and can drive higher volume.



## Brands with a robust marketing culture

This is crucial but is occasionally overlooked. When it comes to promoting your programme, you'll need partners that put in a considerable amount of effort. It won't get done if they don't have someone to manage it. They won't be able to handle this if they don't have the necessary tools or personnel for the job.

Tip: Partner marketing agencies can assist with the development of a highly relevant partner network

## Selecting your brand partners

Insight from Nic Yates, Head of Global Affiliate Partnerships at Silverbean



“ Brand-to-brand partnerships have seen significant growth over the past 12 to 18 months, as marketers look to make the most out of their resources.

Affiliate marketing managers have been looking to diversify their affiliate mix and maintain high growth. In order to do this, large brands have looked to enter new partner channels such as influencer marketing, leveraging both mass media content partners and brand-to-brand partnerships.

Meanwhile, brand partnership managers have welcomed an influx of new brands into the space by offering guidance on campaign best practices.

Our brand partnerships network provides introductions to make brand-to-brand partnerships more accessible. We typically take brands on a journey with three key stages. ”

# Selecting your brand partners



## Discovery

When we onboard a new brand, we identify their main goals. Do they want to attract new customers? Are they looking to increase lifetime value? Could they increase their margin per customer?

We work with them to understand their objectives within brand-to-brand partnerships. We will then audit their existing marketing assets for co-promotion whilst creating a 'welcome pack' for a brand to go to market.

Once this is done, we support the brand to identify the right strategic partner. Brands typically have an idea of which other brands share their user buyer ecosystem, so we use this to form a list of potential partnerships.

We also leverage onsite tools to identify audience crossover. For example, we use a tool that enables us to review a brand's social following, so we're able to see which percentage of users are also following similar brands.



## Go to Market

Once the initial strategy, objective setting and approach is approved, we're ready to go to market. We use our partnership network and ecosystem to open the door to partnership conversations. This helps us to negotiate promotions up until the launch of the first campaign.



## Optimisation and Development

When the first campaign is live, it's time to optimise and improve the relationship with each partner. We might look to advance a partnership with more strategic promotions to encompass both online and offline media.

**“ It's an exciting time for enterprise, mid market and SME brands to enter brand-to-brand partnerships, especially as technology is making the channel more accessible and more measurable. ”**

# What specific Programme SMART KPIs & objectives to track

(The lack of clearly defined plans and procedures to measure performance in partnership relationships is one of the gravest mistakes businesses make. This waste of available funds could have been used to produce leads instead.

It can be difficult to monitor the ROI of partner marketing. Due to isolated CRM systems, vendors and partners struggle to trace sales to partner marketing initiatives. Though difficult to address, this issue is not insurmountable.

Create a list of key performance indicators that can be used to measure partnership programme performance once you and your partner have decided on clear targets for the number of conversions or leads. To know where the marketing relationship is going, continually monitor your partners' performance.

Using a trustworthy white-label platform like we offer at Propello can be beneficial for gathering and monitoring the data necessary to measure success in your partnership.

Customer engagement and conversion rates may be the major success elements in ordinary marketing efforts, but the following are the top success variables for calculating the ROI of B2B partner marketing programmes:



Number of new partnerships	Partner-sourced revenue/ commission earned	Commission paid	Partnerships brand reach
Customer acquisition via partnership channel	Number of partner reward/ offer redemptions	Memberships/ subscriptions renewed	Membership/subscription upgrades



## Challenge 2

Partner onboarding

# Partner onboarding

## Plays: Partner onboarding



Sign up your partners



Create and document onboarding plan



Set up partners in your partner platform



Launch partner programme



Monitor programme performance

Before campaign launch, you must successfully onboard your partners to your programme.

Signing up your partners is the first step on your partnership journey. Partners usually become vital contributors to your business growth and must be handled with care.

This careful attention to detail is what makes your partnership valuable.

A detailed plan is crucial to ease the transition phase for new partners. There are other partnership options in the market, so your onboarding strategy has to be robust and welcoming.

The onboarding process is your partner's first direct impression of your organisation. It can set the tone for the rest of the relationship. Poor preparation or execution of partner onboarding can even affect the performance of future partnership opportunities.

Now that your attention is riveted, let's dive into the realities of onboarding partners.

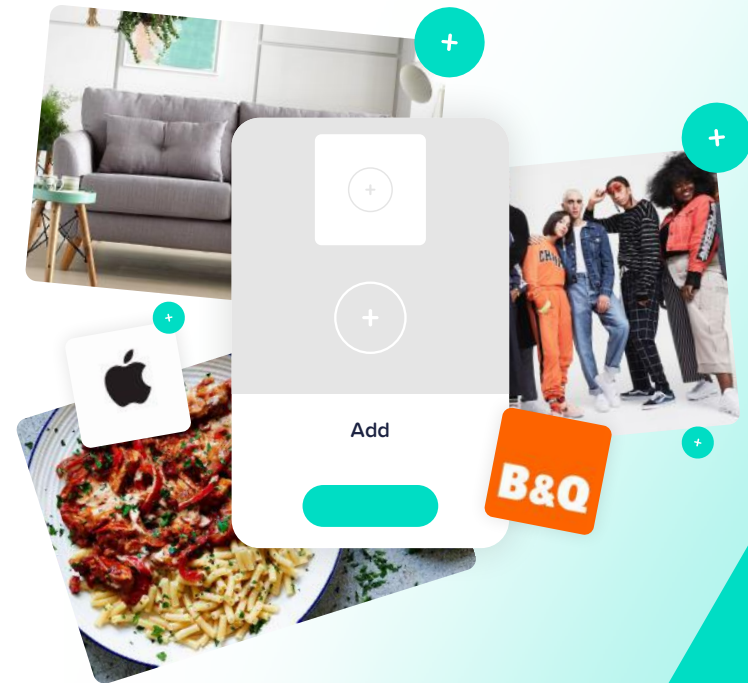
## What does it mean to onboard partners?

Onboarding starts immediately when your partners sign up with your brand. The process is an educational experience for your partners. It introduces them to your organisation and partner programme policies.

It covers a series of steps aimed at training partners, as well as referrals, resellers, and affiliate marketers, giving them the tools and skills to successfully promote your products.

This first impression should be a memorable one for all parties involved. If partners have a difficult time accessing your partner portal or find it difficult to understand your offerings, they might lose interest in the relationship.

Using automation via a robust digital platform can help smoothen the onboarding process for your partners. It can also help you scale your programme quickly and effectively. Automation makes it easier to share resources and necessary information with your partners and manage your programme successfully.



# Why do you need a strategy for channel partner onboarding?

Channel partners have a huge influence on customer buying power. Regardless of the distribution channel you currently use, your partners can directly influence sales based on their knowledge of your products.

If your partner onboarding and training is lacking, you might lose valuable revenue from untapped markets. Still having doubts? Here are four more reasons to develop a strategy for partner onboarding.

## It sets your partner up for success

Arming your partners with the right tools and product information can enhance their customer communications and increase the chances of programme success.

## It helps you to set operational standards

Partnership programme challenges are usually a result of poorly aligned brand guidelines and compliance issues. An effective partner onboarding strategy helps you to create brand consistency and keep up with compliance throughout your relationship.

## It helps you scale effectively

Properly onboarding channel partners can help you boost sales and drive growth for your business. The onboarding strategy speeds up the process of getting your products to the customer, offers real-time support, and highlights your UVP (Unique Value Proposition).

## It helps you form stronger relationships

Making a profit isn't good for your bottom line alone, it also often translates to satisfied channel partners and satisfied customers. A winning strategy helps you form meaningful relationships with your partners by keeping them engaged, ultimately making them loyal to your brand.



# How does the partner onboarding process work?

Partnership marketing takes a significant amount of time and resources to be successful. Putting a productive strategy in place is one extra step toward improving your chances of success.

Here are some tips to get you started with creating your onboarding strategy.

## The welcome phase: welcoming your partners to the programme

As soon as a new partner joins your programme, follow up with them to maintain their initial motivation and encourage them to make their first sale or referral.

Inform your partners about the rewards system. Reiterating this information after enrollment is an effective strategy for keeping partners engaged, especially if you have higher reward levels they can work towards your brand.

## The discovery phase

You and your partners work together on your existing processes and procedures during the discovery phase. You get a better understanding of the partner's assets and liabilities as well as how onboarding might improve their ability to market your goods.

## The documentation phase

During the documentation phase, you provide your partner with the products they need to promote to customers. Best practices, sell sheets, support data, and marketing assets are a few examples of these crucial documents.

## The enablement phase

At this stage, you start the enablement training, which involves introducing your channel partners to your business, offerings, brand, and ultimately your customers. Additionally, the training strengthens your value proposition and communications strategies, giving your partner the confidence to recommend your product over a rival's.

## The feedback phase

Finally, gathering feedback is a crucial step that will help you constantly improve your onboarding programme. It is the glue that holds together all the good work you put into making the programme a successful venture.



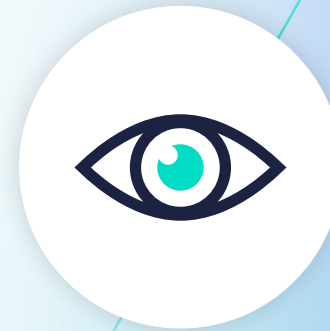
## Monitor partner engagement for the best results

Even if you meticulously set them up for success, it doesn't guarantee that your partners will perform perfectly every time. Monitoring new partners' engagement levels is a crucial step in any channel onboarding strategy.

Are some partners avoiding the training activities? Then the effort to raise them might not be a worthwhile investment. Are they reading the materials attentively yet failing the corresponding tests? Then even though they show willingness, they could use some more guidance.

Your regular reviews will be more effective if you have specific knowledge of the areas where your onboarding partners are excelling and failing, since you'll know the right questions to ask.

Monitoring engagement KPIs on a larger scale allows you to correctly estimate your partner activation rate. The components of your onboarding approach that are the strongest and the weakest are also shown by these data patterns.



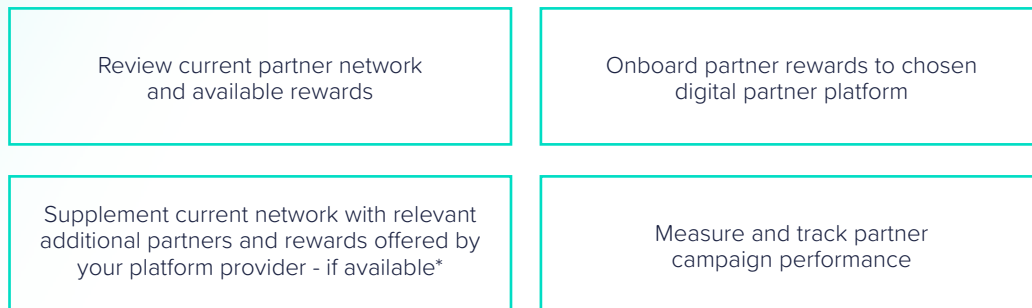


## Challenge 3

Building and executing a partner programme

# Building and executing a partner programme

## Plays: Building and executing a partner programme



*\*With Propello, you get access to a robust partner network of established brands. Your customers get access to personalised benefits packages and exclusive discounts on products and services on a ready-to-launch platform.*

Less than **15%** of partners participate in the marketing campaigns that their vendors offer.

This frequently happens as a result of subpar performance, a lack of confidence, or rigid content. Partner campaigns often have a broad range of partners, some of whom are direct competitors.

Most businesses that sell to customers through a network of channel partners often do better than those selling directly to consumers or businesses with wide-ranging goods and services. Before they can enjoy its many benefits, businesses face several challenges when implementing the partnership marketing strategy.



# What are the barriers faced in a partnership marketing programme?

Let's explore some of the challenges brands have to overcome to successfully operate a partner programme.

## Slow speed-to-market

Regardless of the size of the organisation or the budget, most people eventually run into speed-to-market issues. The complex nature of collaboration by the different partner stakeholders can trigger delays and scope creep with constant revisions to campaign execution.

Using an existing rewards platform that has predefined incentives and can track loyalty programmes will significantly boost your speed-to-market. It helps you bypass the time-consuming process of building your platform.

Propello can offer you a ready-to-go rewards platform—complete with your brand identifiers—to get your campaign up and running in no time.

## Partner network

Partner marketers sometimes find it difficult to identify alliances that can expose their brands to new markets, regions, industries, opportunities, and accounts. You shouldn't let this deter your efforts.

A digital partnership platform such as Propello can offer you access to a wide range of relevant rewards and benefits that can be tailored to suit your customers.

This technology plays a vital role in cases where you have multiple partners. The platform allows you to import exclusive offers and deals into a programme that tracks user engagement and delivers a campaign built on a data set defined by your customers' preferences.

# What are the barriers faced in a partnership marketing programme?

## Lack of internal resources

Developing and managing a partner platform means deploying in-house or outsourced specialists, which can be time consuming and costly. Businesses often lack the resources required to track programme success and maintain value by tracking customer engagement with special deals and offers.

At Propello, our digital platform effortlessly manages your reward programme and has a strong capability for tracking and attributing sales to the client, providing the metrics required to measure performance.

## Different priorities

Channel partners with a variety of solutions and products, each with their own goals. Multi-product sellers often stock anything from two to fifty different product lines and solutions. In such situations, partners frequently concentrate on the small number of goods and services that account for the bulk of their earnings.

They rarely ever concentrate on the secondary goods and services that can round out their portfolio. Each vendor calls partners frequently to push them to advertise and sell their goods since they are aware of this. In turn, the partners tend to work with the vendors that offer them the most support.

## Short-term quarterly focus

The majority of partners prefer to concentrate on short-term, tactical actions and lack the planning expertise and resources to develop multi-quarter campaigns, except for a select few partners that have dependable systems in place.

Marketers ultimately resort to telemarketing or event marketing to generate leads. These strategies frequently fall short of generating enough ROI to be profitable in the modern lead generation climate, which is predicated on content marketing.



## Challenge 4

Measuring success tracking SMART KPIs & metrics

# Measuring success tracking SMART KPIs & metrics

## Plays: Measuring success tracking SMART KPIs & metrics

Utilise dashboards and real-time data to monitor your KPIs

Automate partner rewards - reduced manual process and improved accuracy of campaign performance

Implement affiliate partner technology to measure ad spend and partner performance - total visibility of performance

As discussed in section 2, effectively measuring partner programme success can be challenging. Technology plays a vital role in making this process easier and delivering successful campaigns.

The main advantage of digital marketing is that a targeted audience can be reached cost-effectively and measurably. Other digital marketing advantages include increasing brand loyalty and driving online sales.

Internal resources are often erroneously allocated to managing sluggish tech or manual processes and not towards the all-important factor: building and maintaining relationships. Shifting to a more digital partnership and leveraging technology and the use of real-time reporting and dashboards can help you achieve this. This data can be used to fuel the relevant campaigns to drive top-of-funnel acquisition or win-back campaigns, as examples.

### Technology platforms also provide the following benefits for your partner programs:

- Fast onboarding of your partners
- Removes strain on traditional channels used e.g. email and social, mail
- Enables a significantly increased amount of brand partners at each time with a ready-made relevant partner network available
- Online programmes allow for longer-term exposure for each partner, resulting in an equal reciprocal value being offered.

**At Propello, our digital platform effortlessly manages your reward programme and has a strong capability for tracking and attributing sales to the client, providing the metrics required to measure programme performance.**

# Why you need a partner portal

With a robust partner portal, partners can always access the most recent material and stay up to date on new campaigns. A real-time dashboard gives clear insights into the status of several business operations, from start to finish, at any given moment.

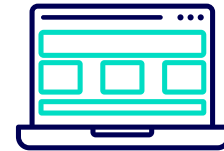
To make sure the partnership programme is performing at its best, each division has unique performance metrics that can be tracked. By incorporating these indicators into a dashboard, users can identify issues as soon as they arise, allowing you to rapidly get back on track or meet your customers' needs.

A dashboard that collects team performance data can help you improve results by letting everyone know where they are in relation to the objectives you've established. Among the crucial sales KPIs to keep an eye on are:

- **Sales growth** - Using an analysis of sales growth trends, you can estimate and set realistic revenue goals.
- **Average profit margin** - Calculates the typical profit margin for the sale of a certain item or product line.
- **Average purchase price** - Calculates the typical sales value of transactions.
- **Product performance** - Sort items according to their revenue performance.

Your marketing team can analyse marketing and sales data using a dashboard to identify which campaigns are producing the most sales. It could also help you actively monitor the development of various marketing channels employed by your team. For marketing teams, important KPIs include:

- **Incremental sales** - Indicates if your marketing efforts directly increase your sales income.
- **End action rate** - Tracks the final action that your audience takes to assess the efficiency of your marketing initiatives.
- **ROI** - The capacity of a marketing effort to bring in new income.
- **Customer lifetime value (LTV)** - Calculates how much gross profit a customer generates throughout their relationship with a business.
- **Customer acquisition cost (CAC)** - Calculates the total capital expenditure required to acquire a new client.
- **The Lifetime Value to Customer Acquisition Cost** - This ratio assesses the connection between a customer's lifetime value and the cost of obtaining them.



## Why you need a partner portal

Reporting dashboards give you important statistics at a glance, so you can complete meetings quickly, make choices, and identify which priorities require your attention. Your dashboard may serve as a guide for continuous business development and financial management.

A reporting dashboard shows current, live data so you can base important business decisions on accurate data. Everyone engaged in making crucial decisions will have access to the most up-to-date, accurate, and clear information if there is constant information accessible. By using our white label platform, Propello clients can view real-time data across dashboards, and widgets indicate when new data, such as a sale, is received.

Your most significant objectives and KPIs will always be at the forefront thanks to a real-time dashboard. Metrics that are front and centre have various advantages. The most crucial performance measures for all users, whether they are individuals, teams, or departments, are visible at a glance.

A display of KPIs such as landing page conversion rates, website page views, website sessions, and visitor-to-lead conversion rates, can be found in a real-

time marketing dashboard. By doing this, your marketing team will have the knowledge necessary to modify campaigns in light of the most recent sales and marketing statistics.

Real-time dashboards reduce reporting time with automated reporting. Automated reports provide you with the precise information you need to begin a new project without making you wait for someone to prepare and evaluate one.

The data is current, which makes strategic decision-making quicker and gives you the power to proactively address possible issues before they become a problem. Additionally, communication both internally and externally improves when everyone is kept updated. This is because departments can generate and exchange reports easily.

**At Propello, our digital platform effortlessly manages your reward programme and has a strong capability for tracking and attributing sales to the client, providing the metrics required to measure programme performance.**

It is becoming increasingly difficult for brands to attract and acquire new customers in what is becoming a crowded digital marketplace. The challenge isn't just isolated to new customers. Online brands also must work harder to encourage repeat purchase and retain customer loyalty.

Brand-to-brand (B2B) partnerships enable online retailers to create innovative acquisition campaigns with complementary brands and leverage tailored rewards to help accelerate the customer loyalty life cycle. Partnering brands can offer value-added rewards to existing and new audiences, either at the point of purchase or as a retrospective targeted follow-up.

Measuring ad-spend and return on investment can be difficult with traditional partnership campaigns as brands are reliant on partner brands passing back performance data. This is time-consuming and brands are less flexible to react and optimise campaigns in real-time.

Awin's global specialist partnership platform can help to simplify the process. We believe that a partnership programme should be built on the foundation of a robust technology solution which supports the recruitment of new partners, facilitates the tracking of partner campaigns, and automates manual processes like partner rewards.

**“ Leveraging Propello’s bespoke technology with Awin’s extensive partner list, brands will be able to create custom reward programmes and integrate rewards from thousands of brands globally. ”**





# Summary Checklist

# Checklist

## Challenge #1

### How to Create a Partnership Strategy

- Align partnership objectives and against wider business goals
- Evaluate available resources
- Investigate partner technology platforms

#### Investigate partnership types

- Loyalty Partnership
- Barter Exchange
- Distribution (bundling or cross sell)
- Affiliate Partnerships
- White labelling

#### Select your partners

- Mutual target audience - partner product and service offering to resonate with your audience
- Size of partner audience
- Partner brand reputation
- Goals aligned with your brand
- Likelihood of increasing marketing reach - number of customers
- Do they have a global following or are they a leader in a niche

#### KPIs & Metrics

- Number of new partnerships
- Partner-sourced revenue/commission earned
- Commission paid
- Partnerships brand reach
- Customer acquisition via partnership channel
- Number of partner reward/offer redemptions
- Memberships/subscriptions renewed
- Membership/subscription upgrades
- Average profit margin
- Average purchase price
- Product Performance
- End action rate
- Customer lifetime value (LTV)
- Customer acquisition cost (CAC)
- The Lifetime Value to Customer Acquisition Cost Ratio
- Cost per conversion

## Challenge #2

### Building and Executing a Partner Programme

- Review current partner network and available rewards
- Onboard tailored partner rewards to chosen digital partner platform
- Supplement current network with relevant additional partners and rewards offered by your digital platform provider - if available\*
- Measure and track your partner campaign performance metrics
- Data security considerations

\*With Propello, you get access to a robust partner network of established brands. Your customers get access to personalised benefits packages and exclusive discounts on products and services on a ready-to-launch platform.

## Challenge #3

### Measuring Success Tracking SMART KPIs & Metrics

- Utilise dashboards and real-time data to monitor your KPIs
- Automate partner rewards - reduced manual process and improved accuracy of campaign performance
- Automate partner rewards - reduced manual process and improved accuracy of campaign performance

## Challenge #4

### Partner Onboarding

- Sign up your partners
- Create and document onboarding plan
- Set up partners in your partner platform
- Launch partner programme
- Monitor programme performance

### Choosing a partner platform supplier

- Content base of partner rewards
- Ability to scale technology and programmes
- Ability to scale volume of partners
- Ease of tracking programme success
- High level of customer support
- Product roadmap - allowing evolution and enhancement of customer acquisition and retention
- Proven ability to work with enterprise clients
- Customised Programmes & Rewards to improve customer experience
- Customised Interface to meet branding guidelines



# Overview of Propello

# Overview of Propello

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## Dedicated branded website

One of the key features of Propello is the provision of a fully managed website featuring your brand. Each instance of Propello has its own dedicated platform to ensure you can accurately track progress and usage. Our team of designers and developers will create your website according to your own brand guidelines. The solution has the ability to iframe to existing infrastructure such as apps or websites.

## New rewards added constantly

Working directly with over 400 leading merchant brands, and with access to Awin's full catalogue of advertisers, Propello provides access to thousands of rewards globally.

Our team is working hard behind the scenes to secure new deals with exciting partners all the time. Expect to see new and exciting offers and discounts added monthly as the platform grows! We try to ensure there is a mixture of Propello from all categories.

## Customisable platform

Create highly customised experiences with the ability to cultivate your partnership programme as required. From messaging and branding, through to content and gamification, the Propello platform offers huge flexibility as standard.

## Integrated tracking analytics

Through your dedicated dashboard, you'll be able to track your customers' usage and savings data. See how many of your customers have activated their account, the most popular categories on Propello, and the average savings per user. Use this data to see the impact that Propello is having on your business and customers. Plus, with our integrated Awin solution, you can also track all of your conversions and earnings.

## User management

The only aspect you need to manage yourself is who you want to use the platform to add and remove users as you see fit. You can add new users either in bulk uploads or individually. In addition, you have the option to temporarily remove access for lapsed customers to encourage them to start placing orders with you again.

# Overview of Propello

## How can Propello help organisations with partnership marketing?

Propello provides a technology platform to help organisations instantly launch digital partner marketing programmes.

The costs, technical skills, and people overhead to deliver a programme can be daunting. For organisations with existing partners, the Propello platform offers the ability to import and house your rewards into a closed network programme, track real-time user engagement, deliver campaigns and build a complete data set on what emotionally resonates with your audience.

This completely eradicates the need to allocate a separate technical and marketing resource to run the programme, meaning that you can focus entirely on partner-based acquisition.

For organisations starting from scratch, we can provide a complete rewards solution with a rich reward content base, technical resources, and a support team. This provides you with a framework to drive engagement for your customers and build your partnerships.

## Partnership Monetisation

### Brand partnerships ROI

Propello is a tool designed to generate a significant ROI. At the heart of how we do this sits the optimisation of existing or the creation of new partnership and loyalty programmes.

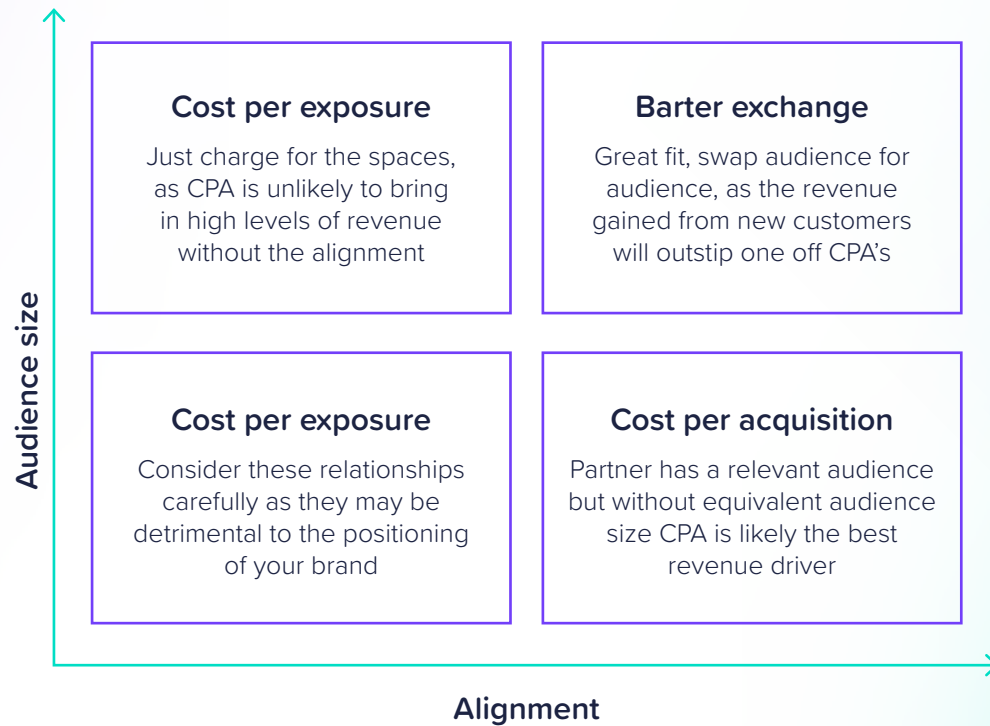
### Brand alignment

Understanding partner brand alignment is first step to unlocking the greatest value in a partnership. The matrix shown here, helps identify the most suitable fit for commercial arrangements.

# Overview of Propello

## Brand matrix

Each potential brand partner presents a significant commercial opportunity. We help our clients decipher the best way to optimise each opportunity by segmenting them into four segments.



# Overview of Propello

## Brand matrix

Understanding the power of barter exchange is a key component of a partnership programme. All too often, organisations will focus on charging partners for space or asking for a cost per action/conversion, but where the real value comes out of a partner programme is via barter exchange, i.e., trading space in front of a partner's audience in return for space in front of their audience.

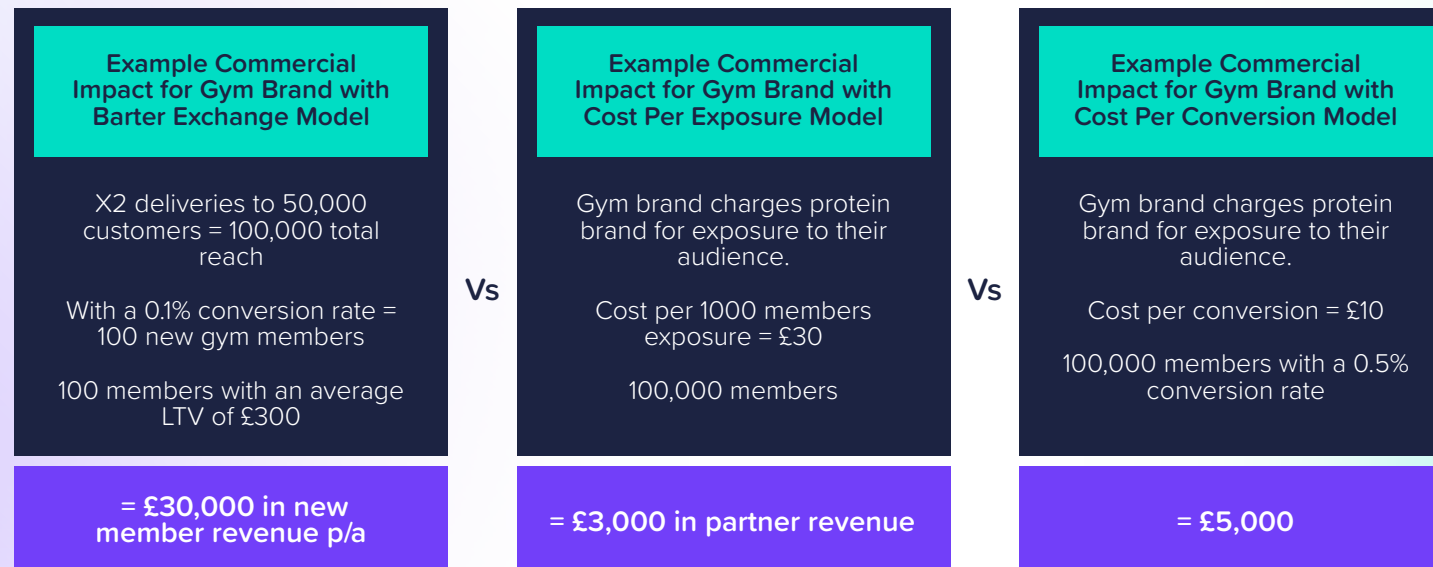
Utilising the Propello platform as a vehicle to create barter exchange and/or monetise closely aligned merchant partners can significantly increase marketing reach and budget, to help acquire new customers.

To demonstrate this, let's look at some example numbers...

A leading national gym chain approaches a protein brand to engage in a partner marketing barter exchange model.

The gym brand has 100,000 members and the protein brand has 50,000 customers.

Via a barter exchange relationship, the gym brand offers space on their online rewards programme in return for x2 inserts in the protein brand's ecommerce sales deliveries.



# Overview of Propello

## Contact



[www.propellocloud.com/contact/](http://www.propellocloud.com/contact/)



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