



AFFILIATE RECRUITMENT FOR INCREMENTAL RESULTS

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ALL INCLUSIVE MARKETING



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INTRO

In affiliate marketing, there are a variety of partners available to help a company achieve its goals. Each partner has a specific role, purpose, and position in the funnel. For true incremental growth, a company should always strive for a diverse program of partners, but understanding which partners are key to your growth is vital.

Customers are using coupon sites as the end of their funnel when they've already decided to buy, so incrementally is often low here. This changes, however, if they are pushing out an email blast to raise awareness, a social post to proactively promote, or doing a content feature to drive sales. If a coupon site offers more than just a listing for your company, its stock rises.

Loyalty affiliates, on the other hand, are considered "introducers" because many customers are using loyalty sites as a search engine for buying. This makes them more top and mid-funnel partners than coupon sites in disposition. These loyalty sites act the same way as content partners, which are often top-of-funnel or mid-funnel, also helping people research before they commit.

While not exactly the same as content partners, influencers are also often top and mid-funnel. Based on [industry stats](#), social media influencers are helping brands acquire customers more and more each year.



86% of Women Use Social Media for Purchasing Advice

49% of Consumers Depend on Influencer Recommendations

82% of People Trust Social Networks to Guide Purchasing Decisions

The reason? As stated in some of the stats above, it's trust. Consumers are looking to the influencers they trust to get insight on new purchases and push them over the finish line.

To find the partners that will drive the most impact and incrementally, you have to find the partners that are passionate about promoting new brands and products to their loyal audience. Partners that are active and strategic in their promoting. Again, it's about diversity.

Take [Fanatics](#) as a good example. Their program is now 50% revenue from content sites and 50% from coupon + loyalty with blogs, Twitter, and YouTube being the top three revenue drivers right now!

In this guide, we'll break down the pros and cons of some of the top incremental partners. As well as some key takeaways to help you partner quickly. This will help you recruit the right affiliates for your own incremental results.



WORKING WITH BLOGGERS

Pros

- Top affiliate bloggers have an active audience that trusts their opinion and recommendations.
- Great for SEO - bloggers have the potential to rank well for targeted keywords.
- Their generate traffic tends to be of high value, with a majority (90% or more) coming from better first/last-click/same-session sources.
- Bloggers often have substantial email lists and social media followings.
- Collaborating with top bloggers can also create a community effect, leading to other valuable relationships with fellow bloggers.

Cons

- Certain bloggers may seek paid sponsorships, pay-per-proposal hybrid deals, or free products in exchange for content.
- Additional tool training may be required for some novice bloggers.
- Compliance and FTC Disclosure must be monitored and adhered to.

Quick Discovery Tips

- + Simply use Search Engines to research: Try "topic + blog"
- + Check out blogrolls to save time and find more prospects ([Link Grabber](#)).
- + Networks often offer a discovery tool for prospecting and recruiting.
- + Try 3rd Party Prospecting Resources (ie: [Mediarails](#), [BuzzStream](#), [Semrush](#), [SimilarWeb](#))



WORKING WITH INSTAGRAM

Pros

- An excellent platform for brands that rely on images or lifestyle content.
- Easy targeting options through hashtag searching.
- The introduction of "Link Stickers" in Instagram stories has revolutionized affiliate marketing, making it simpler to promote products or services.
- Collaborating with small to medium-sized partners is often ideal, as they tend to be more focused and open to working within an affiliate or performance-based model.

Cons

- IG promoters with substantial followings may come with a higher price tag and may not always yield desired results in terms of sell-through for paid placements.
- There may be additional costs involved, such as sending products for unboxing or try-on pictures or requiring payment per post to cover production expenses.
- Compliance and FTC Disclosure must be monitored and adhered to.

Quick Discovery Tips

+ Influencers with 5-10K followers are often considered to be the optimal choice.

+ Consider approaching with free product to review + commission OR a hybrid model for incentivized compensation.



WORKING WITH YOUTUBE

Pros

- A massive traffic source as the second largest search engine in the US, and presents great potential for affiliate marketing.
- Savvy YouTubers are skilled salespeople, and their ability to create authentic and engaging content without time limitations is a major advantage.
- Introduction of YouTube shorts has further increased its popularity for exploring new content.
- Easy to work with in the affiliate space with vanity links and QR codes embedded in videos, as well as links and “shop and support” call to action in descriptions.
- Unboxing videos (or reviews) or “How to” content for tools and services can be very effective on YouTube.

Cons

- YouTubers with larger followings can be expensive and might not deliver results for paid placements in terms of sell-through.
- There may be additional costs involved, such as sending products for unboxing or try-on pictures or requiring payment per post to cover production expenses.
- Compliance and FTC Disclosure must be monitored and adhered to.

Quick Discovery Tips

- + Utilize YouTube's search function to easily discover popular videos and channels.
- + Take advantage of network discovery tools within the platform you are using.
- + Consider approaching with free product to review + commission OR a hybrid model for incentivized compensation.



WORKING WITH TIKTOK

Pros

- TikTok has emerged as one of the fastest-growing social media platforms in the past year.
- “Shop and support” messaging can be highly effective in driving affiliate sales.
- An ideal platform for affiliate marketing through unboxing videos and “how-to” content.
- Easy targeting options through hashtag searching.
- Many TikTok influencers choose to donate their affiliate commissions to their favorite charitable organizations.

Cons

- Linking tools are still not yet optimal for tracking affiliate marketing efforts. Promoting codes continues to be the preferred method.
- There may be additional costs involved, such as sending products for unboxing or try-on pictures or requiring payment per post to cover production expenses.
- Compliance and FTC Disclosure must be monitored and adhered to.

Quick Discovery Tips

- + Utilize TikTok's search function to explore popular videos and channels.
- + Consider approaching with free product to review + commission OR a hybrid model for incentivized compensation.



WORKING WITH MAINSTREAM MEDIA PARTNERS

Pros

- Potential for massive traffic and extensive reach with significant followings across social media and established email lists.
- Associating with major media outlets can also provide a branding lift.
- Rapid Niche Growth with many top media brands dedicating resources to affiliate marketing and forming dedicated affiliate teams.
- It is now possible to collaborate with large newspaper and magazine groups in the affiliate marketing space.

Cons

- May be challenging, particularly when it comes to finding the right contact and receiving a response.
- The brand's strength may vary in terms of success, with larger brands often having an advantage.
- Some prefer working via Skimlinks or Viglinks over scalability concerns.

Quick Discovery Tips

- + Utilize mutual connections to find the appropriate contact, preferably at the Director or VP level.
- + Be prepared to offer a premium payout as it is often required.
- + Propose a "revenue share partnership" when presenting your affiliate marketing proposal.



BEFORE YOU REACH OUT

Your recruitment work actually starts before any communication.

Are you ready to support the partners you recruit? Make sure you have assets available for each type of content affiliate you plan to recruit. Additionally, offering advanced "best practice" content that is tailored to your offer is a recommended approach.

Training materials

- Establish a Resource Center to compile all your valuable assets in one place.
- Configure Triggered Emails within your network for efficient communication.
- Ensure regulatory compliance language is included in your agreement, along with a plan for enforcement and tools for monitoring.

Creative

- Utilize approved and optimized creative to enhance social posts.
- Consider leveraging different types of creative, such as lifestyle images, GIFs, infographics, etc., as traditional banners may not be as effective anymore.

Content

- Create content ideas or pre-developed content to motivate partners to promote your offerings.

Deals / Promos

- Determine whether you will be providing promo codes and/or vanity codes.

Staffing

- Ensure that you have a capable team in place to provide support for inquiries, onboarding, outreach, education, and other necessary tasks.



RECRUITMENT BEST PRACTICES

Take a patient and persistent approach to building partnerships with potential affiliates. Avoid closing the deal in the first outreach; simply express your interest in working together and inquire about scheduling a chat.

Use the term "partnering" instead of "affiliate" to focus on collaboration. Frame your communication in a way that emphasizes working together and finding ways to collaborate effectively.

Identify opportunities to scale and automate the recruitment process, such as using drip emails or templated messages through a CRM or tools like [TextExpander](#).

Test different tones, formal or casual, depending on the vertical or industry, and the preferences of the individuals you're reaching out to.

Personalize your outreach efforts as much as possible

Respect the time of your potential affiliates by keeping emails concise and avoiding overly long messages. Instead, aim for shorter emails or phone calls to build relationships.

Include clear calls to action and links to make it easy for potential affiliates to sign up, and follow up to ensure they were able to complete the application process.

Consider reaching out 3-4 times with 3-5 days between each outreach to increase the chances of a response.

Continuously test and optimize!



CONTACT THE EXPERTS

Even with all the tools and resources available with all the right tips and "know-how", driving the results you want needs more. That's where expertise and experience make a difference.

Relying on an agency, like All Inclusive Marketing (AIM), you can rest assured that your program is targeting the right partners, the right way, for the right outcome. Whether you decide to go with **full-service management** for your program or just want to focus on a **diversified recruitment** strategy, an agency can help deliver what you need across all channels and verticals with proven methods and industry knowledge.

At AIM, **we can help you reach, engage and convert** both your affiliate and influencer performance marketing partners and your buyers online.

Our team of affiliate marketing experts coupled with our program management, recruitment, optimization, and performance growth specialists will help you design and scale a best-in-class affiliate marketing program that aligns with your brand, audience, corporate objectives, specific metrics, and program KPIs.



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