

Checklist:

# Preparing your partnerships for success

As channel experts, we know first hand that mastering your partnerships doesn't happen overnight. It takes time, but there are quick wins that can help you turn your partnerships into a profit center even faster. One of the simplest yet most effective ways to do that is to take a closer look at your partnership program to ensure you're set up for total success. To assist this effort, Partnerize created this handy checklist to help you along your road to partnership mastery.

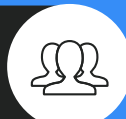


## 1 Set your goals and objectives



- How has the partnership/affiliate channel performed compared to other channels?
- Do you have specific targets to hit this year?
- Have you aligned your affiliate objective alongside wider business goals?

## 2 Conduct a competitor analysis for channel specific activity



- Take a deeper dive into ways your competitors utilize the affiliate channel – are they working with partners in a way that is working better than your approach?
- Speak to your partners about what's worked well for similar brands to yours and what that could mean for you this year.

## 3 Pre-organize meetings with our key partners



- Align your objectives.
- Review your affiliate and partner agreements and update as necessary.
- Plan out key initiatives.
- Let partners know of upcoming key days, product launches etc.

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## Put together specific plans for key shopping days



- Create a calendar of all the key shopping days for your markets.
- Look at past data to analyze which ones are most productive for you and which ones have potential and should be invested in further.

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## Prepare to innovate



- Think ahead and allocate budget to activities that help innovate your program and can stimulate significant growth.
- Whether that's pulling in influencers as part of your program, launching a brand partnership or testing an approach that's completely new with partners, be sure you have money and resource put aside to help grow your program.

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## Pre-book regular review dates



- With all these goals and plans, you'll want to regularly review them.
- Lock in reviews with your team in advance to ensure you're on track and continuously adapting as the year goes on.
- Remind partners of your brand-bidding policies and that you are monitoring the channel.

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## Actively monitor your affiliate channel to ensure compliance



- Incrementality and transparency are no longer a nice-to-have - either use an automated paid search monitoring tool or conduct manual searches.
- Reach out to partners if they are breaking your terms of service.
- Enforce your agreements.

Make this year your best year yet and prepare your partnerships for significant growth. By evaluating your strategy and program now, you can set yourself up for continued success. If you'd like to learn more about how you can turn your partnerships into a profit center, please reach out to us at [contact@partnerize.com](mailto:contact@partnerize.com).