

# REACH A Broader Audience

## Increase Brand Awareness and Exposure Through Content

### So, You Want to Work with Content Partners?

Of course you do! These highly influential content creators feed your sales funnel by introducing your brand to their engaged audiences, create buzz by telling your unique story, and plant the seed for future sales. Whether you are looking to strengthen your partnerships with content partners joined to your affiliate program, collaborate with influential content creators outside of your affiliate program, or tap into the voice of your existing brand fans to refer potential new customers, REACH has got you covered.

### What Makes Content Creators Different?

These partners need more than a text link, banner ad, or coupon code to work together, and should be approached in a way that meets their unique needs. Appropriate copy and assets are needed to craft content and amplify across their social channels. Some important points to consider when working with content partners:

- Typically first touch, not last click
- Compensation budget often needed
- KPI's are more than just conversions
- Content-based placements (blog and social posts, podcasts, video, mobile texts)
- Communication and relationship-building are important

### Why Partner With Content Creators?

In addition to creating original, evergreen content that can be repurposed for an advertiser's own needs, these partners have built trust with their followers, and can deliver these valuable user actions through various mediums including, but not limited to:

- Views and traffic to site
- Increase a brand's social channel following
- Create engagement with the brand through comments, likes, shares, etc.
- Generate signs-ups (email capture) and downloads
- Execute giveaways and contests
- Influence future sales and leads

## What's the process?

Through an initial kick-off call, we discover your goals and objectives that will guide the strategy of your influencer collaborations, and determine which partners are the best fit. Your brand guidelines are conveyed to partners, while also allowing them to create authentic content in their own voice that will resonate best with their audiences. Once the content is published, actions and engagement with the content are tracked and reported on, providing insight into how to best move forward.

Featured REACH Clients...

**Puristry**

**QSQUARED**



**THE GREAT COURSES®**

**credit sesame**

## Ready to REACH A New Audience?

Get in touch so that we can give you a quick introduction on how we can get your brand in front of an influencer's highly engaged audience through content.

Contact [sales@partnercentric.com](mailto:sales@partnercentric.com) or visit [partnercentric.com](http://partnercentric.com) to learn more.



“A brand is no longer what we tell the consumer it is- it is what consumers tell each other it is.”

- Scott Cook, Founder and CEO of Intuit