

# The Affiliate Marketing Checklist for Startups

## What You Need to Make the Most of the Channel

As the leading affiliate partnerships agency for startups, we have assisted in the IPO or acquisition of over 65 brands. Through this experience, we've consolidated a set of core questions every startup should consider before launching a robust affiliate program:

### 01. Do you have a plan to focus on brand recognition initiatives via other channels outside of affiliate?

This is important because large and well known partners like Hearst and Meredith often want to work with brands that have some sort of footprint already.

### 02. Do you have the budget to secure placements with top partners to kick-start their launch?

As in many situations, you get what you pay for.

### 03. Have you developed a proof-of-concept that substantiates significant interest in your product?

The affiliate channel works best when target audiences have been identified, since very niche products and narrow audiences can be difficult to sell into the best partnerships.

### 04. Have you already developed creative, promotional calendars, and editorial content?

Establishing even just a framework of these in advance will get you up and running in the affiliate channel faster.

Ready to grow and scale your startup through the affiliate channel?

Contact [Julia.Yannios@partnercentric.com](mailto:Julia.Yannios@partnercentric.com)

## 05. Have you quantified your demographic audience and your competitive set before launching?

Surprisingly, many startups believe their competition is one sector, when it's really might be another.

## 06. How open are you to considering a broad portfolio of publications, and a wide range of relationships?

Flexibility is key here as opportunities may reveal themselves differently, depending on the challenges a brand may face in the marketplace (ex. loyalty, content, abandonment, buy now pay later, card-linked offers, and more). Come to the table with an open mind about who will serve your brand best. A diversified partner mix is often the best strategy.



## The Case for Trust & Will

As a relatively new startup and digital disruptor in their industry, Trust & Will had not yet entered the affiliate and partnerships space. They wanted to work with an agency that understood the full landscape and could recruit and nurture the partnerships that would help them scale and grow. The results spoke for themselves:

- ✓ After Trust & Will launched in October 2018 they saw consistent revenue growth of 58% monthly in 16 months
- ✓ The Trust & Will affiliate program tripled in revenue from 2019 to 2020
- ✓ With the addition of a lead gen campaign, active publishers grew by 174%

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