



BLOG

BUILDING RELATIONSHIPS WITH INFLUENCERS AND AFFILIATES

Looking to boost your [digital marketing](#) game? Want to reach a wider audience with your brand? Well, have you considered building relationships with influencers and affiliates?

No, we're not talking about befriending [social media](#) celebrities or joining some kind of secret society. We're talking about a powerful [marketing strategy](#) that can help you tap into new audiences and promote your brand in a big way.



TIPS FOR HOW TO START BUILDING RELATIONSHIPS WITH KEY PLAYERS IN THE DIGITAL WORLD

1. Find your match: Just like in the dating world, finding the right influencer or affiliate is key to a successful partnership. You want someone whose values and target audience align with your own.

2. Make a move: Once you've found the right match, don't be shy! Reach out to them with a friendly and personalised message. Let them know why you think they would be a good fit for your brand and what you can offer them in return.

3. Woo them: Everyone likes to feel special, right? So, consider offering your influencers and affiliates something exclusive, like early access to new products or services, or special discounts. This can help incentivise them to promote your brand to their audience.

4. Set expectations: Communication is key in any relationship, and this is no exception. Be clear about what you expect from your influencers and affiliates in terms of promotion and content creation. Make sure they understand the scope of the partnership and what you hope to achieve.

5. Keep the spark alive: Building strong relationships takes time and effort. Stay in touch with your influencers and affiliates, and provide ongoing support and encouragement. Celebrate their successes and offer feedback when necessary.

6. Analyse the results: Just like any other marketing effort, it's important to track the success of your influencer and affiliate partnerships. Use tools like Google Analytics or social media analytics to measure the impact of their promotions on your website traffic and sales.



IT'S TIME TO FIND YOUR PERFECT MATCH!

So, there you have it! Building relationships with influencers and affiliates may take a little extra effort, but the payoff can be huge. By following these tips and investing time and effort in these partnerships, you can create a successful and mutually beneficial relationship that helps your brand grow! So, what are you waiting for? Go out there and find your perfect match, or [talk to us](#) and we'll find them for you!

If you want to save these handy tips for later, download our PDF [here!](#)

