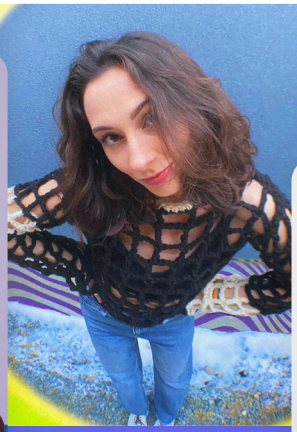
Advanced Strategies for Supercharging an

Affiliate Program



First-Touch

Total Conversions
125







Commision Tier
Gold

GRIN

Advanced Strategies for Supercharging an Affiliate Program

Whether you're a beginner or a seasoned pro, discover new ways to leverage affiliate marketing for your brand.

Not only is affiliate marketing an excellent way to motivate creators to post top-notch content and drive sales, but it's also a powerful method for collecting data you can use in future campaigns.

When you can see which creators are driving the most value for your brand through unique affiliate links or discount codes, you can bring them on for future projects.

And with GRIN in your toolbelt, you'll have access to advanced capabilities to help you supercharge your program.

Ready to implement your own affiliate program? Join us as we share some key tools you should know about, as well as some essential strategies to up your game.

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Develop custom Affiliate Links or Discount Codes at scale.

Whether you're working with 10 affiliates or 1,000, all it takes is a few clicks within GRIN to generate unique Discount Codes or Affiliate Links. And with GRIN's advanced CRM and email customization features, you can send notes to each creator with their specific info, all without the time-consuming work or stress of potential mistakes that can come from writing out each email.

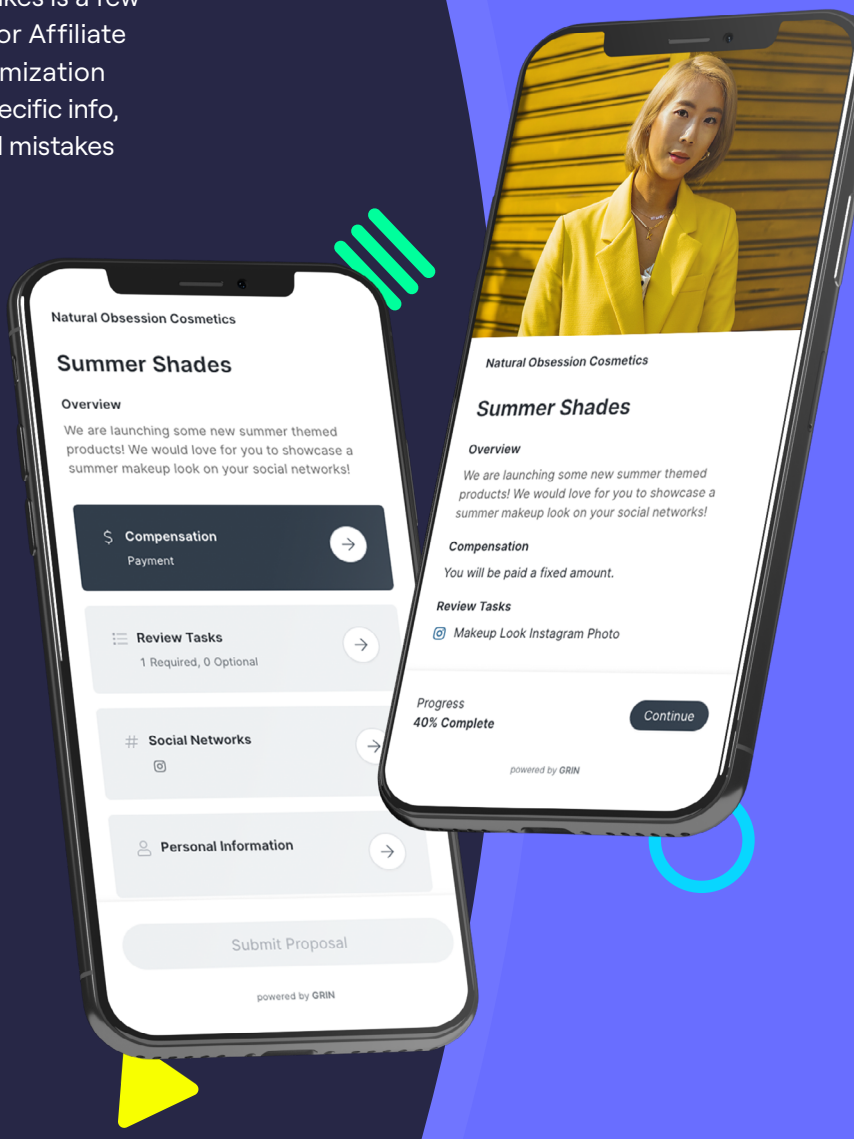
Top strategies for your affiliate program

Encourage brand fans to apply to be affiliates.

There is no better salesperson than someone who genuinely loves your products and wants to share them with the world. Develop a custom Landing Page through GRIN and share the link with your fans so they can apply to your program. And don't worry! You can review their application before bringing them onto your team.

Develop comprehensive affiliate briefs.

Use these guides to share the most important details with your partners, including their commission percentage or flat rate, any brand assets you'd like them to include, top-performing posts for inspiration, and their unique Affiliate Link or Discount Code.



Measure success with real-time data tracking.

Every time a customer makes a purchase using an Affiliate Link or Discount Code, your GRIN data will update in real-time. Beyond that, you can see how many sales a piece of content, creator, or entire campaign has earned. This level of granularity gives you insight into what works and what doesn't, so you can share optimization recommendations with your affiliates.

Top strategies for making the most of GRIN's affiliate data tracking

Test out different types of creators.

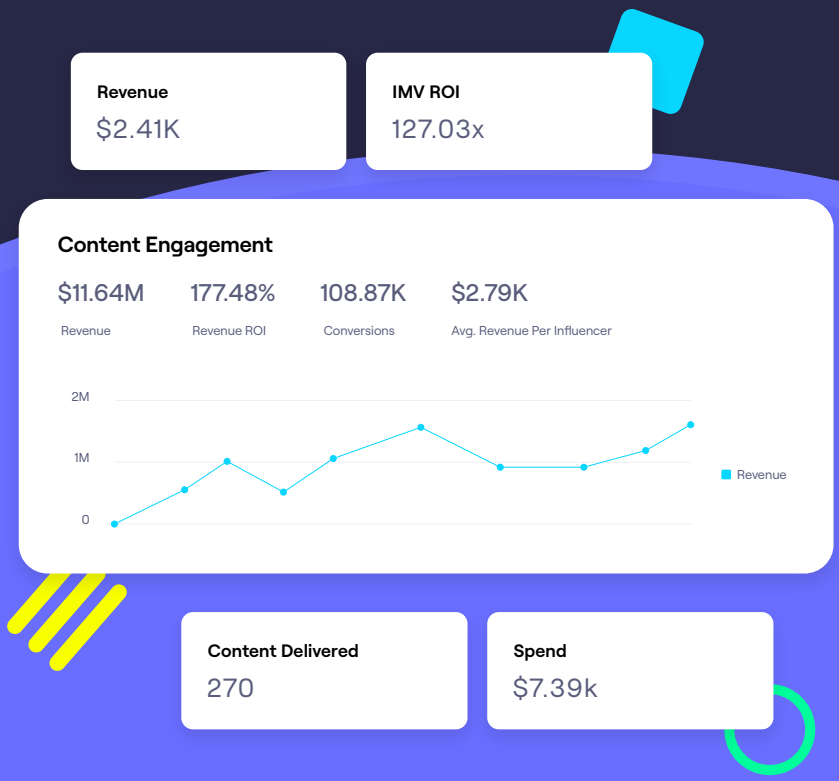
Not sure if bloggers, Instagrammers, or YouTubers are the right type of affiliate for your brand? Try them all out, and check the data to see which creators bring in the most sales.

Recognize affiliates for their hard work.

See a creator performing well? Send them a quick message to congratulate and thank them. You can even further sweeten the deal by offering them a gift to show your appreciation.

Monitor for signs of leaked Discount Codes.

Sites like Honey and Capitol One Shopping scrape the internet for discount codes, and if one of your affiliate's gets picked up, you'll end up paying a lot of commissions they didn't earn. Keep an eye on the data to see if there is an unusual spike in use, and if you do, deactivate a creator's Discount Code and issue them a new one. Just be sure to let them know why you're doing that.



> **"I've said this to so many people, all the time. 'If you're tracking manually ... you're the equivalent of faxing documents.'"**

— LYDIA LEE
Sr. Marketing Manager
nutpods

Empower affiliates with the Creator Insights Dashboard.

For many affiliates, working with brands is a primary source of income. Give them more transparency into their performance with GRIN's Creator Insights Dashboard.

This creator-facing reporting allows them to see how much they've been paid and calculate potential future earnings, putting them in control of their business.

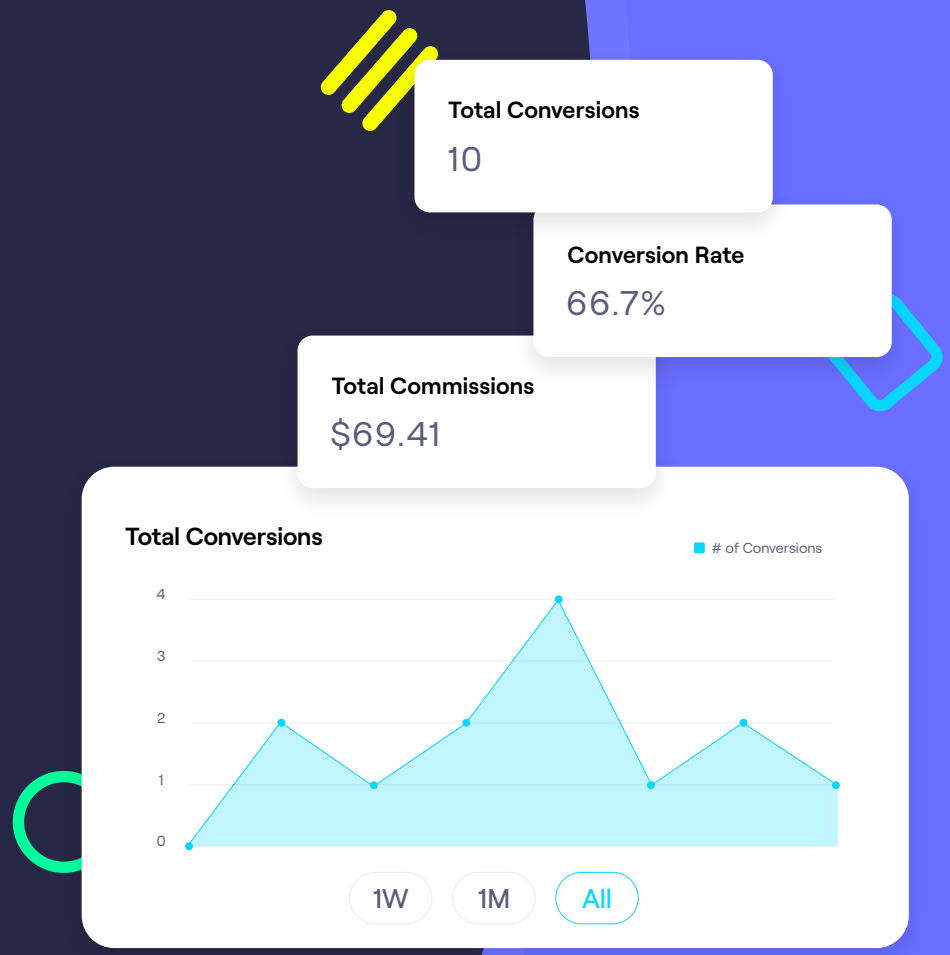
Top strategies for making the most of the Creator Insights Dashboard

Set up a competition.

Have a team of affiliates? Run a contest where the creator who brings in the most sales over a set period earns a prize. And since they can see their progress in the Dashboard, they can push themselves to make even more sales.

Share the details in negotiations.

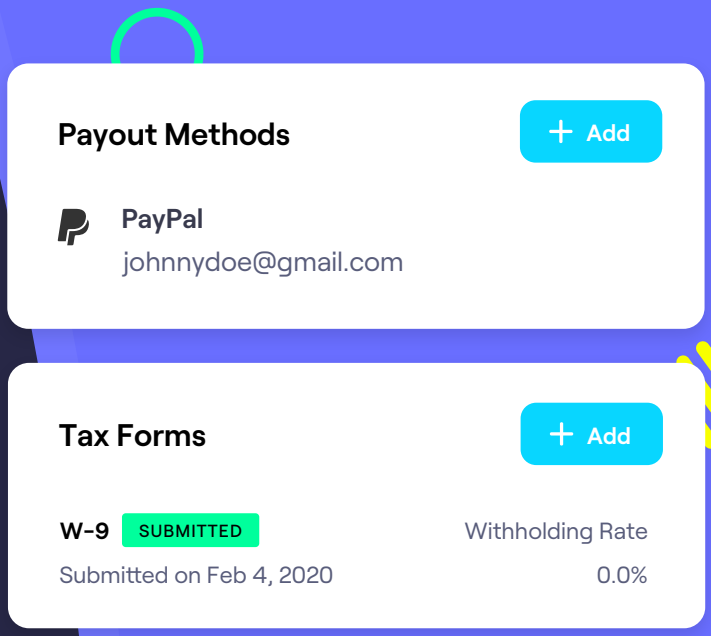
If you're reaching out to potential new affiliates, highlight this benefit to entice them to join your team. After all, by putting them in control of their finances, they'll see you have their best interests at heart.



Pay creators and send tax forms.

Paying all your affiliates on time can be a real challenge, but GRIN is here to help. Whether you want to pay by campaign or the entire affiliate program, see how much you owe your creators and send them PayPal payments through GRIN.

And when the dreaded tax season rolls around, you can relax. We'll develop and send out all applicable tax forms to the affiliates you pay within the GRIN platform, saving your finance team time to focus on finding more deductions for your brand.



Top strategies for using GRIN Payments

Mark your calendar.

No matter who you are, you like knowing the date you'll get paid. Set a recurring reminder on Google Calendar or Outlook to remind yourself to make all outstanding payments. Your affiliates will appreciate the consistency.

Invite a member of your finance team to GRIN.

If you don't have the power within your company to make payments, no worries! Give a member of your team access with our Finance Admin Role, which allows them to make payments but prevents them from making changes anywhere else in GRIN.

"Come next tax season, I think our CFO will be quite happy because we're a small team, so the poor guy's going through and like, 'Do we have so-and-so's info?' Like, he's not really in the influencer world, so he's like, 'Um, who is this influencer?'"

— JESSI VAN BLARCOM
Partnerships Manager
Branch Basics

Reward top performers with Commission Tiers.

When you find top talent, you need to keep it. But in the ever-competitive landscape of influencer marketing, if a creator isn't getting the most value from your program, they may look elsewhere.

That's where Commission Tiers come in. Offer additional financial incentives for your top affiliates by offering them an increased commission rate after a big success. This can help creators feel like valued and empowered members of your team, and they'll continue to produce revenue-generating content for your brand.

Top strategies for using Commission Tiers

Set goals for your creators.

When you sign a creator onto your team, give them a breakdown of the number of sales (or total cart value) that correlates to each Commission Tier. This can incentivize them to produce more content to hit that goal faster.

Or surprise your creators.

On the other hand, you can surprise your creators after a major success with a bump in commission that will be sure to delight them. When you do so, send them a quick message congratulating them and thanking them for their hard work.



Commision Tier
Silver



Commision Tier
Gold

Commission Tiers

Tier Name	Exceeds Sales Amount	Commision Earned
Bronze	$500	% 8
Silver	$1,000	% 10
Gold	$5,000	% 15

Use First- and Last-Touch Attribution to determine who gets paid.

In the creator economy, it's not uncommon for consumers to see messaging about the same brand from different creators they follow. Whether you want to reward the affiliate who first introduced a consumer to your brand or the one who finally encouraged them to make a purchase, we've got you covered with First- and Last-Touch Attribution options.

Top strategies for using First- and Last-Touch Attribution

Discover which affiliates drive the most awareness.

When you use First-Touch Attribution, you can reward the affiliates who are first introducing these future customers to your brand. After all, how can they purchase from you if they don't know you exist? Once you find your top awareness drivers, bring them on for new product launches and campaigns surrounding big sales, like Black Friday and Cyber Monday.

Reward affiliates for closing the deal.

Last-Touch Attribution can give you an idea of which of your creators are providing the content that makes people feel confident in making a purchase on your site. Once you find your top converters, consider having them promote higher-dollar products that have longer consideration phases.



First-Touch



Last-Touch

Creator Attribution

First-Touch Last-Touch

Increase conversion rates with Deep Links.

Offering your affiliates Deep Links to specific product pages rather than your homepage makes the experience easier for consumers, which can often lead to more sales. Whether you're linking to a specific product, an entire collection, or another relevant page, this feature will be sure to delight customers and affiliates alike.

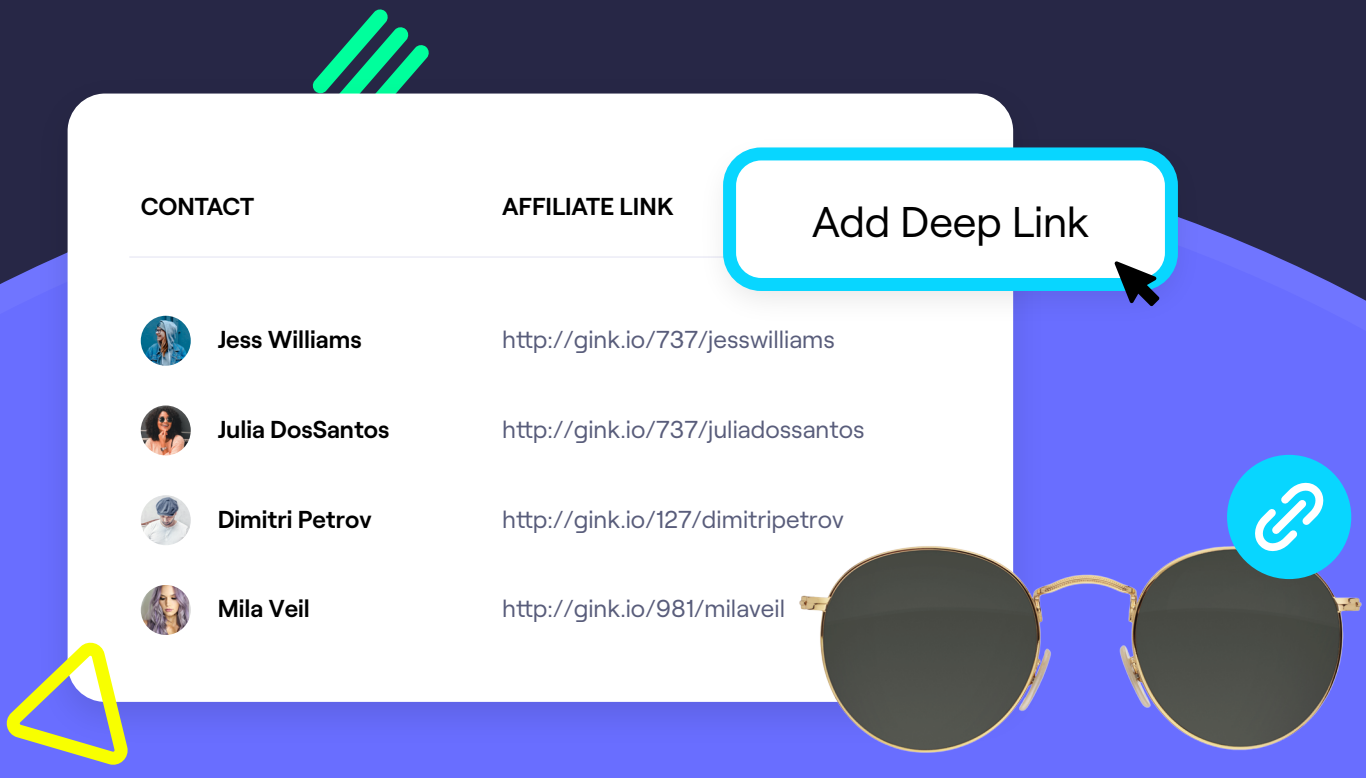
Top strategies for using Deep Links

Highlight a new collection launch.

Boost sales on your newest products by creating a collection page on your site and giving your affiliates a Deep Link. Even if your creator promotes just one of the items in a post, consumers can click in and see the entire launch catalog.

Encourage sales for a lagging product.

Have that one item that just isn't selling as well as the rest? Send it to affiliates and have them promote its benefits. Give them Deep Links so they can send consumers directly to the product page (and customers won't get distracted by all the other amazing products on your site).

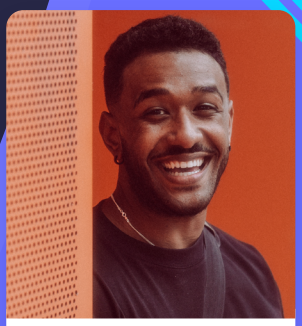


Ready to harness the power of affiliate marketing?

Empower your creators to drive more sales for your brand with a variety of GRIN features, from being able to track their progress with the Creator Insights Dashboard to having the potential to earn higher rates with Commission Tiers.

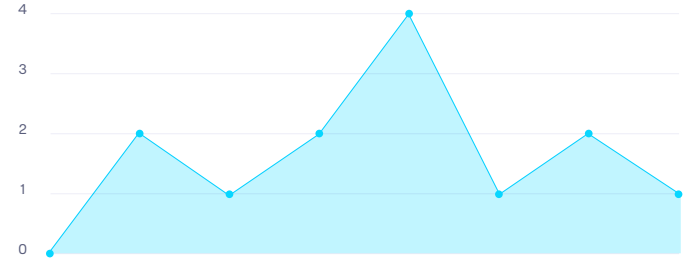
If you'd like to learn more about how GRIN, the leading Creator Management platform, can level up your affiliate program, book a demo today.

Book a demo



Commision Tier
Gold

Total Conversions





First-Touch

Total Commissions
$69.41

Add Deep Link