



# SCALING YOUR NETWORK

Payment Strategies for Influencers & Affiliates *Presented by Tipalti*

# Table of Contents

## **3 Introduction: Affiliate Influencers & the Role of Payment Processing in the Affiliate Network Ecosystem**

- Partnering With Affiliate Influencers
- Addressing the Need To Simplify Complex Payment Logistics

## **4-7 Streamlining Partner Payments**

- Leveraging Finance Automation
  - Why Books360?
- Optimizing Payment Processes
  - Common Payout Models Based on the Stage of the Buyer's Journey
  - What To Look Out for When Invoicing Buyers

## **8-16 Adding Partners Throughout Different Stages of the Buying Journey**

- Tailoring Affiliate Recruitment and Management Strategies
- Best Practices for All Stages of the Buyer Journey
- Establishing End Goals for Each Affiliate Partner in Your Network
  - Creating and Implementing SMART Goals for Influencer Affiliates
  - Tools for Tracking and Measuring Performance
- Contracting and Affiliate Program Benefits Needed to Remain Competitive With Other Networks
  - Crafting Advantageous Contracts
  - Affiliate Program Benefits

## **17-18 Adding Affiliate Influencers to Build Your Brand and Fuel Demand**

- Globalizing Your Affiliate Strategy as Your Brand Expands

# Introduction: Affiliate Influencers & the Role of Payment Processing in the Affiliate Network Ecosystem

The digital marketing landscape is rapidly evolving, blurring the lines between traditional affiliates and influential content creators. As influencer and affiliate marketing converge, new opportunities arise, as do new challenges – specifically with regard to payment logistics.

This guide explores the trend and delves into the pivotal role payment processing plays in the affiliate network ecosystem.

## Partnering With Affiliate Influencers

Affiliate program managers can't ignore the major changes in the affiliate marketing industry. It's no longer just about recruiting and managing affiliates – it's about integrating influencers seamlessly into your network.

Affiliate influencers offer a lower-risk strategy, especially for smaller brands. In this dynamic environment, one thing is clear: to thrive, you must embrace automation.

## Addressing the Need To Simplify Complex Payment Logistics

**Tipalti**, a leading global payables automation platform, offers insights into how automation revolutionizes finance – and, by extension, affiliate marketing – by simplifying complex payment processes.

According to Tipalti's recent report, "**CFOs Heighten Focus on Achieving Efficiencies**", 76% of finance executives find manual tasks consume too much time. This resonates in the affiliate marketing sphere, where every minute spent on manual payment processing can lead to missed opportunities.

The report illustrates the increasing shift toward finance automation, as evidenced by the 62% of finance executives who cite automated payments as a key area where applying digital technology is greatly needed.

Tipalti's data makes it clear that automation is not just an option – it's a strategic necessity.



# Streamlining Partner Payments

Imagine a bustling affiliate network generating a flood of call and web leads. The partners are numerous, and the potential for growth is limitless. However, in this thriving environment, a bottleneck emerges with manual processes.

Lead quality assessment and attributing those leads to specific **sources** become a manual headache. The network, brimming with potential, finds itself in a maze of spreadsheets and time-consuming processes.

The result? Errors, delays, and a field of missed opportunities.

## Leveraging Finance Automation

In the fast-paced world of affiliate marketing, speed and accuracy are paramount. Enter **Books360** – an essential automated accounting product that is part of Phonexa’s all-in-one suite. Books360 is not just an automated accounting solution; it’s the backbone that enables clients to promptly handle publisher payments and invoice buyers with precision, safety, and efficiency.

### Why Books360?

Let’s say your network works with numerous partners, thereby necessitating the tedious process of entering bank information to payout each affiliate. On top of having to assess lead quality and attribute conversions to certain affiliates in your lead management system, you’re entering bank information at what seems like an endless pace, only to have to turn around and repeat the process on a weekly or sometimes daily basis.

With Books360 working in tandem with Phonexa’s **LMS Sync** for web leads – or **Call Logic** for call leads – busywork can be simplified in a few simple steps.

By using a lead management tool like LMS Sync, you can automatically set your network’s criteria for accepting or rejecting a lead. Unfit leads are then rejected automatically based on the criteria you’ve established, such as audience demographic or location. No longer will you have to waste time – and potentially delay payouts – by assessing quality one lead at a time.

Another key step for reducing manual work is identifying duplicate or fraudulent leads within your lead management system. You can automate payouts better once you identify these unfit leads and remove them from your sales pipeline.



# Streamlining Partner Payments

## Why Books360?

Leveraging Books360 ties all of these processes together by generating cash flow reports for automated invoicing and payouts from web or call-based campaigns. All information for a specific payment type – for instance, clients who choose to receive payments through ACH – is batched together, thus expediting payouts to affiliates.

Payment types used within the Books360 platform include:

- Webmoney
- Paypal
- Wire
- ACH (Automatic Clearing House)
- Check
- ePayments
- Tipalti
- Stripe
- Corpay
- Cryptocurrency (USDT)
- Wise



Entering the bank information for each affiliate into Books360 is the only step that is done manually. The data entered into Books360 is then uploaded into QuickBooks and recorded for bank reconciliation purposes. All payments are then processed using Books360; no payments are made through QuickBooks.

All other data associated with your affiliates is pulled directly from LMS Sync or Call Logic ... and voila – Books360 automates the rest. Books360 also provides an option to customize data that isn't pulled from another system for any exceptions that need to be made.

Instead of juggling manual tasks across multiple platforms to make timely payments, mass payouts can be generated with a few clicks when using Books360 as part of Phonexa's enterprise-grade tracking suite for performance and partner marketing.

Books360 stands out by employing a fully integrated accounting system. Unlike users of alternative systems who often need to export data or reports from their lead tracking tools and then import them into their accounting software, Books360 automates this process seamlessly.

# Streamlining Partner Payments

## Optimizing Payment Processes

Efficient partner payment logistics involve several critical considerations. First, automating payment scheduling is essential to ensure that partners are paid on time, reducing delays and enhancing partner satisfaction. It's vital to determine how returns impact partner payments and automate this process to maintain accuracy and prevent disputes.

Automation can also be harnessed to place holds on payments in cases of disputes or irregularities, thus preventing incorrect payouts.

Moreover, setting payment thresholds is an effective strategy. This ensures that partners receive payments only once they reach a certain earnings level, reducing transaction costs for smaller payments and promoting a more cost-effective and streamlined payment process.

By addressing these aspects, affiliate networks can optimize their partner payment processes and foster efficient and transparent relationships with their partners.

## Common Payout Models Based on the Stage of the Buyer's Journey

The effectiveness of affiliate marketing often hinges on precisely targeting potential customers at different stages of the buyer's journey. Therefore, it's crucial to align your payout models with the buyer's journey.

In affiliate marketing, payout models play a pivotal role in aligning incentives with the buyer's journey. At the top of the funnel, where partners primarily generate leads, the Cost-Per-Lead (CPL) model is often employed. Affiliate partners are compensated for each qualified lead they bring in, motivating them to cast a wide net to capture potential customers.

As prospects progress toward making a purchase in the middle of the funnel, the Cost-Per-Acquisition (CPA) model comes into play. In this stage, partners receive payouts for every successful customer acquisition they drive, making this model ideal for affiliates who focus on driving sales.

As we reach the bottom of the funnel, revenue-sharing models take precedence. Partners earn a percentage of the revenue generated from the customers they refer, aligning partner interests with long-term customer value. These payout models provide a strategic framework for rewarding affiliates at different stages of the buyer's journey, ensuring their efforts are recognized and compensated accordingly.



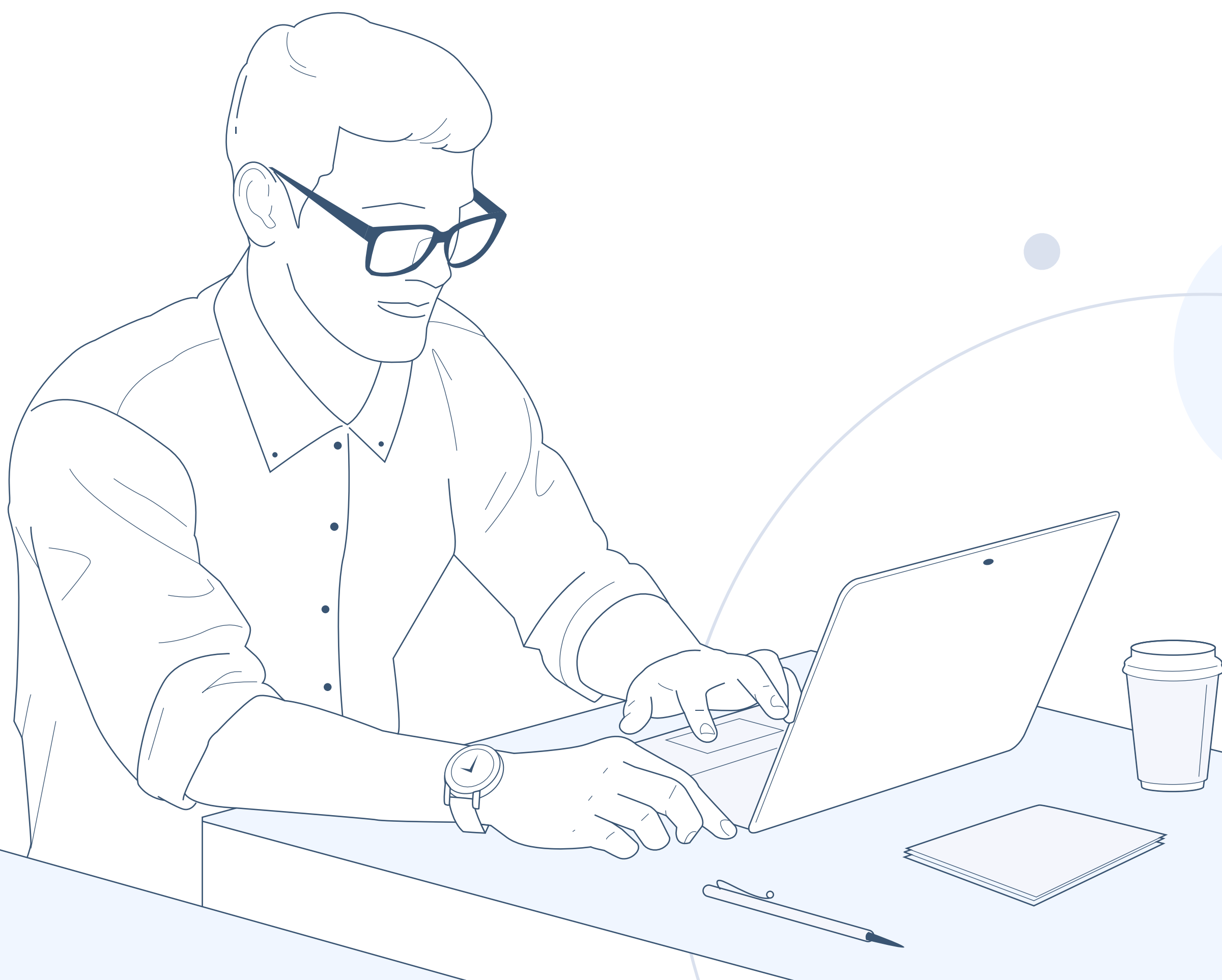
# Streamlining Partner Payments

## What To Look Out for When Invoicing Buyers

Invoicing buyers in the affiliate marketing sphere requires attention to detail and adherence to certain best practices. The following are key factors an affiliate network must take into account before submitting invoices.

- **Clear Terms:** Ensure your invoices have clear and concise payment terms, including due dates, payment methods, and any applicable fees.
- **Accurate Data:** Double-check all data on the invoice, including amounts, customer information, and payment details, to avoid disputes.
- **Transparency:** Be transparent in your invoicing practices, providing a breakdown of charges so buyers understand what they are paying for.
- **Compliance:** Ensure that your invoices comply with relevant tax and regulatory requirements, especially when dealing with international buyers.
- **Automation:** Implement automation for invoice generation and delivery to streamline the process, reduce errors, and maintain a clear audit trail.

By addressing these factors, affiliate networks can streamline their payment processes, align payouts with the buyer's journey, automate payments efficiently, and maintain transparency and compliance in their invoicing practices. This, in turn, enhances partner and buyer relationships and ensures a smooth flow of financial transactions in the affiliate marketing ecosystem.





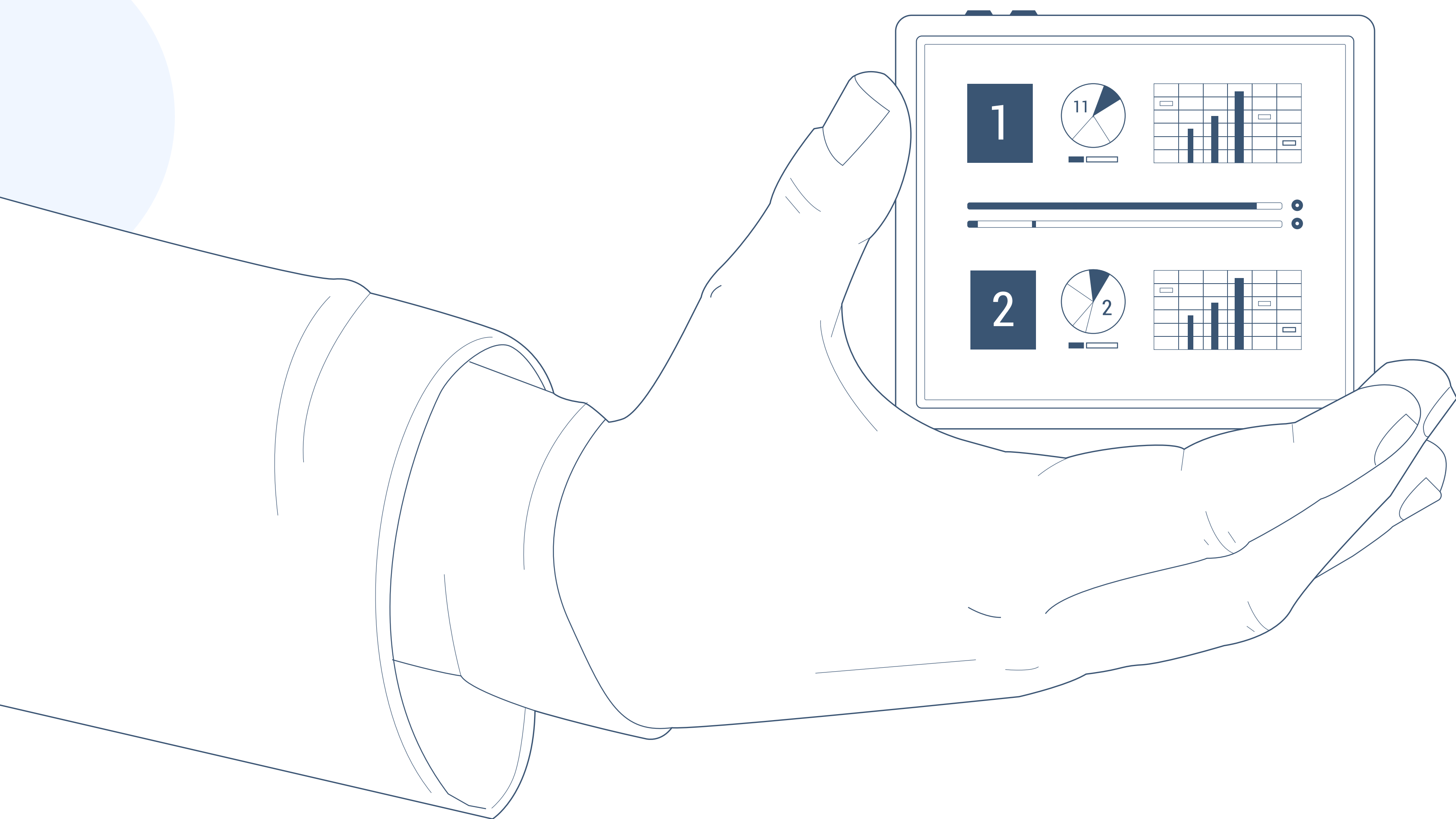
# Adding Partners Throughout Different Stages of the Buying Journey

During the delicate dance of affiliate marketing, timing is everything. To optimize your network's performance, it's crucial to understand the stage of the buyer's journey at which a partner is added to your affiliate program. Each stage in awareness, consideration, and decision requires a different approach, and choosing the right partners for the right stage is key to success.

During the awareness stage, partners can help you build brand visibility and generate interest among potential customers. The consideration stage is where the prospect evaluates options, and this is where influencers can be particularly effective, providing in-depth reviews and expert insights. Finally, in the decision stage, affiliates who offer discounts, deals, or exclusive offers can nudge the customer toward conversion.

This section examines the nuances of each stage in the buyer's journey and guides you on how to match the right partners with the right stage for maximum impact. We'll provide insights into how to tailor your affiliate recruitment and management strategies to fit the needs of your potential customers at each stage of their journey.

With this knowledge, you'll be better equipped to guide your affiliate network toward exceptional performance.



# Adding Partners Throughout Different Stages of the Buying Journey

## Tailoring Affiliate Recruitment and Management Strategies

Tailoring affiliate recruitment and management strategies to fit the needs of potential customers at each stage of their buyer's journey is crucial for maximizing the performance of your affiliate network.

The following is a detailed breakdown of how you can align your strategies with each stage.

### 1. Awareness Stage

- **Influencer Selection:** Focus on influencers with a broad reach and high visibility in your industry. Their content should be engaging and educational, creating awareness about your brand and its products.
- **Content-Type:** Encourage influencers to create informative content, blog posts, or videos introducing your brand and its value to potential customers. Consider sponsoring how-to guides or educational content that helps users solve problems related to your products or services.
- **Affiliate Commission Structure:** Provide influencers with a commission structure that rewards them for driving brand visibility and introducing your products to a wider audience.
- **Content Sharing:** Support influencers in sharing content across social media, blogs, YouTube channels, and other platforms to reach a broader audience.

### 2. Consideration Stage

- **Influencer election:** Now, shift your focus to influencers who provide in-depth reviews, product comparisons, or expert insights. These influencers should have a more niche and engaged audience.
- **Content-Type:** Encourage influencers to create detailed product reviews, comparisons, and how-to guides that help potential customers evaluate their options.
- **Affiliate Commission Structure:** Offer commissions that incentivize influencers to drive product consideration and assist potential customers in making informed choices.
- **Content Sharing:** Work with influencers when targeting specific keywords to optimize content for search engines, ensuring it's discoverable by people actively researching your products.



# Adding Partners Throughout Different Stages of the Buying Journey

## Tailoring Affiliate Recruitment and Management Strategies

### 3. Decision Stage

- **Selection:** At this stage, consider affiliates who specialize in driving conversions. Look for those generating market leads, calls or actually converting customers.
- **Content-Type:** Encourage influencers to create content focused on calls-to-action (CTAs), limited-time deals, and product feature highlights.
- **Affiliate Commission Structure:** Provide higher commissions for influencers driving actual conversions. This incentivizes them to close sales.
- **Content Sharing:** Support influencers in disseminating compelling promotional content across channels where customers are ready to buy, such as email newsletters and checkout pages.





# Adding Partners Throughout Different Stages of the Buying Journey

## Best Practices for All Stages of the Buyer Journey

Here are some general best practices for all stages of the buyer journey.

### Open Communication

Maintain clear and consistent communication with your influencers or affiliates. Educate them about your products, brand values, and changes in your affiliate program.

### Monitoring and Optimization

Continuously monitor the performance of your affiliate partners. Use data when making decisions to optimize your strategies for each stage.

### A/B Testing

Experiment with different promotional methods and content types to see what resonates best with your audience at different stages.

### Affiliate Training

Offer training resources, guides, and workshops to empower your affiliate influencers to succeed at every stage of the buyer's journey.

### Regular Incentives

Keep your affiliate partners motivated by running occasional contests, bonuses, or rewards to recognize and appreciate their efforts.

By adapting your affiliate recruitment and management strategies to the distinct needs of potential customers at each stage of their journey, you'll enhance the effectiveness of your affiliate network and increase the chances of turning prospects into loyal customers.

# Adding Partners Throughout Different Stages of the Buying Journey

## Establishing End Goals for Each Affiliate Partner in Your Network

When expanding an affiliate network, it's easy to get caught up in the whirlwind of partnerships and promotions without a clear sense of direction. However, if you want to maximize the performance of your affiliate network, it's imperative to set concrete end goals for each partner relationship, whether they are influencers, affiliates, or a combination of both.

By defining specific objectives, you provide a purpose and direction for your partner relationships. These goals may encompass sales targets, lead generation, brand awareness, or other KPIs tailored to your business. Establishing end goals not only ensures that all parties are on the same page but also allows for a more strategic approach to affiliate management.

## Creating and Implementing SMART Goals for Influencer Affiliates

Creating and implementing SMART goals for influencer affiliate marketing is essential for aligning your partner relationships with your business objectives and ensuring a clear path to success.

SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound. Here's a breakdown of how to create and implement SMART goals in the context of influencer affiliate marketing.

- **Specific:** Clearly define the goal. Be precise about what you want to achieve. For example, instead of a vague goal like "increase sales," specify "increase sales from influencer referrals by 20% in the next quarter."
- **Measurable:** Establish key performance indicators (KPIs) that will allow you to measure progress. Determine how you will track and quantify success. In the example above, the measurable aspect is a 20% increase in sales.
- **Achievable:** Ensure realistic goals that are attainable. Setting objectives that are too ambitious can be demotivating. Consider your available resources, team capabilities, and market conditions.
- **Relevant:** The goal must align with your overall business strategy and be relevant to your influencer affiliate marketing efforts. It should contribute to your company's growth and profitability.
- **Time-bound:** Set a specific timeframe within which the goal should be achieved. This creates a sense of urgency and helps you stay on track. For instance, "achieve a 20% increase in sales from influencer referrals by the end of the next quarter."

Learn more about the role of [social media influencers](#) in affiliate marketing.



# Adding Partners Throughout Different Stages of the Buying Journey

## Tools for Tracking and Measuring Performance

This section unpacks the art of tracking and measuring how various areas of an affiliate network perform and the tools influencers and affiliates require to do so effectively.

- **Google Analytics:** A powerful tool for tracking traffic, conversion rates, and the performance of specific landing pages or campaigns.
- **Affiliate Tracking Software:** Affiliate marketing software platforms offer in-depth tracking and reporting capabilities.
- **Social Media Analytics:** For influencer campaigns on platforms like Instagram or YouTube, use built-in analytics tools or third-party options like Hootsuite or Buffer.
- **Customer Relationship Management Systems:** CRMs like Salesforce or HubSpot can help you track the interactions and conversions driven by influencer marketing.
- **Email Marketing Software:** If email is a part of your affiliate strategy, an email marketing platform provides metrics on open rates, click-through rates, and conversions.
- **Tag Management Systems:** Use TMS tools like Google Tag Manager to implement tracking tags without extensive coding, allowing you to track specific events and actions.
- **Tipalti (Payment Processing and Reporting):** Tipalti is a valuable resource for tracking affiliate and influencer payments, offering comprehensive financial reporting.

Here are the **top tactics** for growing your affiliate marketing traffic.





# Adding Partners Throughout Different Stages of the Buying Journey

## Tools for Tracking and Measuring Performance

Furthermore, an affiliate program manager can utilize a singular solution such as the Phonexa Suite to consolidate the abovementioned tools. Through its single-operating platform, the Phonexa Suite provides affiliate networks with enterprise-grade tracking software for performance and partner marketing.

Phonexa's comprehensive performance marketing software suite includes:

- **Lynx** – Affiliate and click tracking software
- **LMS Sync** – Lead tracking and distribution
- **Call Logic** – Call tracking and distribution
- **Cloud PBX** – Dedicated cloud phone system
- **E-Delivery** & **Opt-Intel** – Email marketing platform & suppression list management
- **Books360** – Accounting software equipped with a **Tipalti integration** to automate payouts and other tasks
- **HitMetrix** – User behavior analytics software

Tap into the power of affiliate marketing by **scheduling a free consultation** to learn more about Phonexa.

By creating SMART goals and utilizing the right tracking and measurement tools, you can not only set clear objectives for your influencer affiliate marketing but also monitor progress and adjust strategies to achieve your goals efficiently.

# Adding Partners Throughout Different Stages of the Buying Journey

## Contracting and Affiliate Program Benefits Needed to Remain Competitive With Other Networks

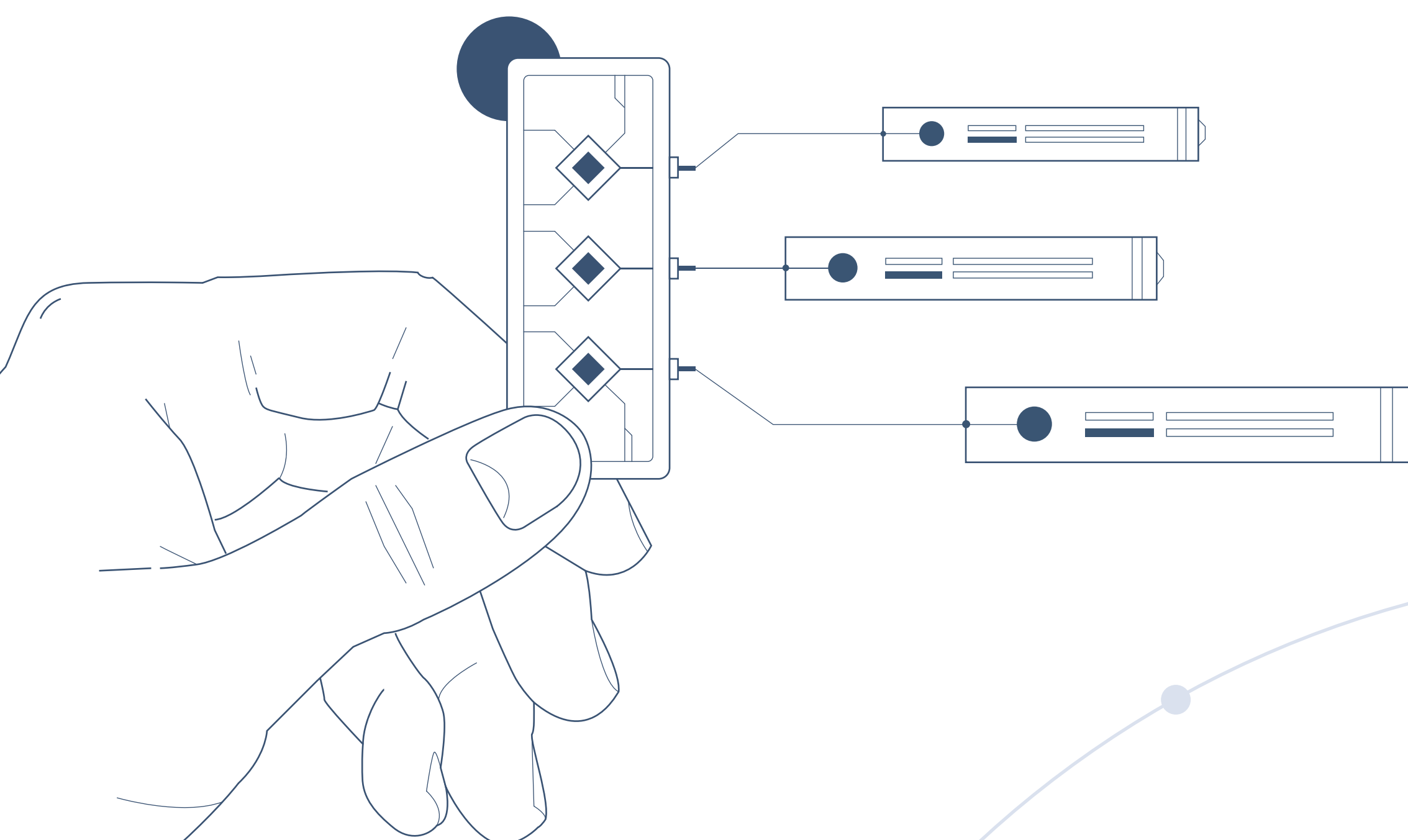
Despite changes in the fiercely competitive landscape of affiliate marketing, one thing remains constant: success hinges on your ability to stand out and offer unique value propositions that resonate with affiliates. It's not just about recruiting partners but about crafting compelling contracts and offering enticing benefits that ensure your network remains an attractive choice.

### Crafting Advantageous Contracts

Effective contracting is the foundation of a strong affiliate network. Your agreements should not only protect your interests but also motivate and incentivize your partners.

Key elements to consider include:

- **Commission Structures:** Tailor your commissions to align with your goals and those of your partners. Competitive commissions that reward performance can attract high-quality affiliates and influencers.
- **Performance-Based Incentives:** Consider bonuses or tiered commissions for partners who consistently meet or exceed targets. This encourages proactive promotion.
- **Payment Terms:** Clearly outline when and how partners will receive payments. Transparency and reliability in payments can be strong selling points, as well as net terms to pay.



# Adding Partners Throughout Different Stages of the Buying Journey

## Affiliate Program Benefits

In addition to contracts, the benefits you provide to your affiliate influencers play a vital role in your competitiveness. Consider the following tactics.

### Quality Support

Offer dedicated support to help partners resolve issues or answer questions promptly. High-quality support can differentiate your network.

### Performance Tracking Tools

Supply affiliate influencers with robust analytics and reporting tools, enabling them to monitor their performance in real-time. Transparency empowers your partners and builds trust.

### Educational Resources

Offer training materials, webinars, or workshops to help affiliates and influencers improve their marketing skills and strategies.

### Exclusive Promotions

Create exclusive offers and promotions that are only available to your partners, giving them a unique selling point.

### Timely Payments

Ensure prompt and accurate payments. Delays or inaccuracies in payments can lead partners to seek alternatives.

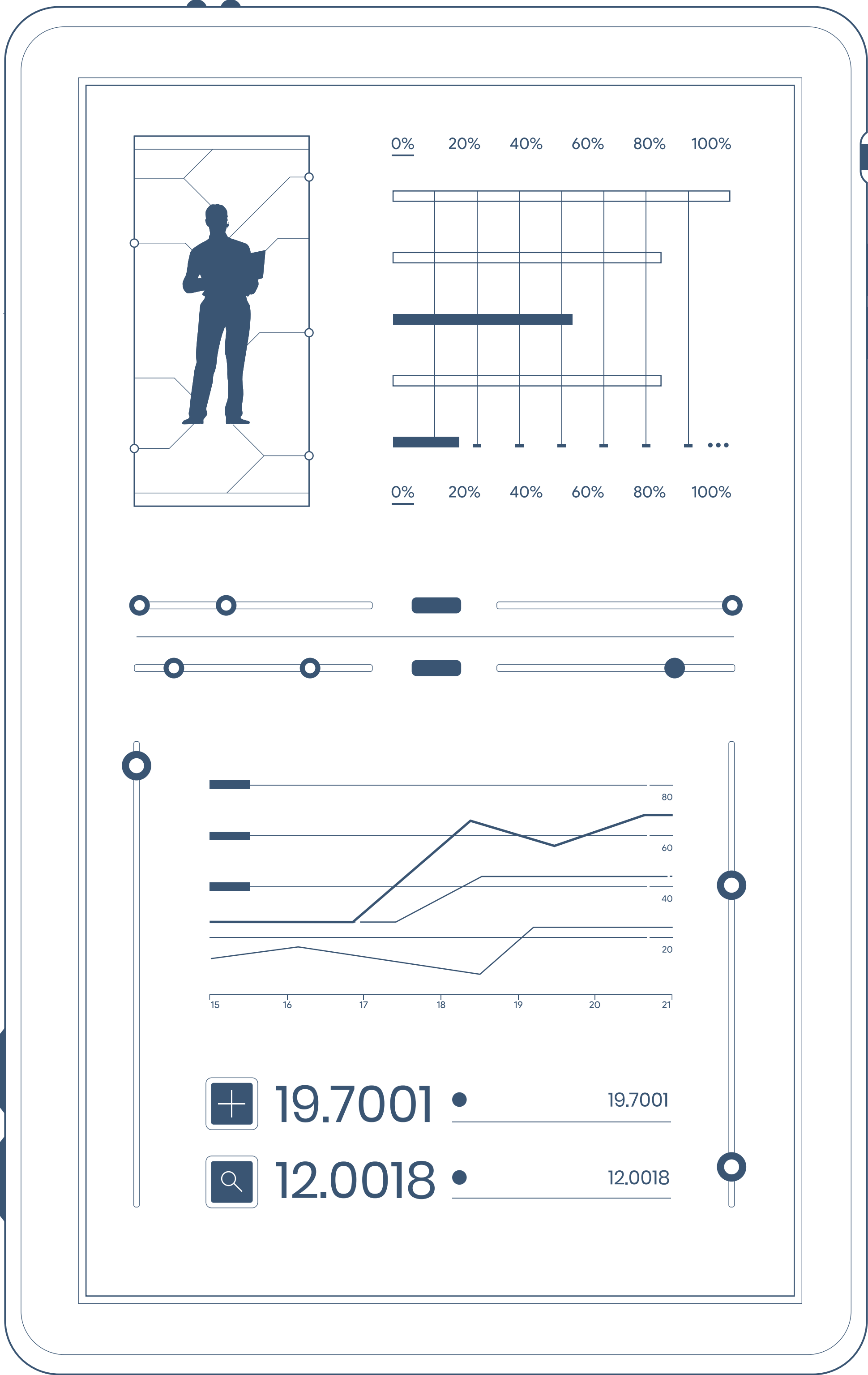
By crafting advantageous contracts and offering compelling affiliate program benefits, you'll not only attract high-caliber influencers but also retain them. These strategies are your arsenal for gaining an advantage over rival affiliate networks by enticing influencers to choose your program over others.



# Adding Affiliate Influencers to Build Your Brand and Fuel Demand

Establishing a brand that resonates with a target audience and fuels demand requires more than just offering a compelling product or service. It calls for a strategic approach that integrates the power of affiliate influencers.

Here, we'll delve into how to leverage these influential partners to not only amplify your brand during its early stages but also to create lasting demand as your brand continues to grow.



# Adding Affiliate Influencers to Build Your Brand and Fuel Demand

## Globalizing Your Affiliate Strategy as Your Brand Expands

As your brand gains momentum and expands into new markets, it's crucial to ensure your affiliate marketing strategy is in sync with your global ambitions.

The following are some tried and true tactics for effectively globalizing an affiliate strategy.

### **Understanding Market Differences**

Before venturing into new territories, conduct thorough market research. Recognize the cultural, legal, and economic nuances that may affect affiliate marketing practices.

### **Localize Content and Campaigns**

Tailor your affiliate marketing content to the specific region you're targeting. Localized content is more relatable and effective in resonating with a diverse audience.

### **Educational Resources**

Offer training materials, webinars, or workshops to help affiliates and influencers improve their marketing skills and strategies.

### **Partner with Regional Influencers**

Collaborate with influencers who have a strong presence in the target region. They bring local expertise, authenticity, and credibility, all of which are invaluable.

### **Multilingual Support**

If you're entering non-English-speaking markets, offer multilingual support for affiliates and influencers. Ensure all communications, resources, and dashboards are accessible in the local language.

### **Comply with Local Regulations**

Stay well-informed about the legal and regulatory requirements in each market. Adherence to local laws is essential to avoid fines and other compliance-related issues.



# Adding Affiliate Influencers to Build Your Brand and Fuel Demand

Globalizing Your Affiliate Strategy as Your Brand Expands

## Optimize Payment Processes

Ensure your payment processes are capable of handling international transactions efficiently and securely. Utilize platforms like Tipalti to simplify cross-border payments and currency conversions.

## Continuous Monitoring and Adaptation

Continuously assess the performance of your affiliate marketing strategies in each region. Be ready to adapt and refine your approach accordingly to meet changing market dynamics.

By globalizing your affiliate strategy as your network expands, you position your brand for sustainable growth and influence on a global scale. It's not just about crossing borders – it's about resonating with diverse audiences and creating demand that transcends geographical boundaries.

Leveraging these tactics can turn affiliate influencers into your brand's most vocal advocates.

