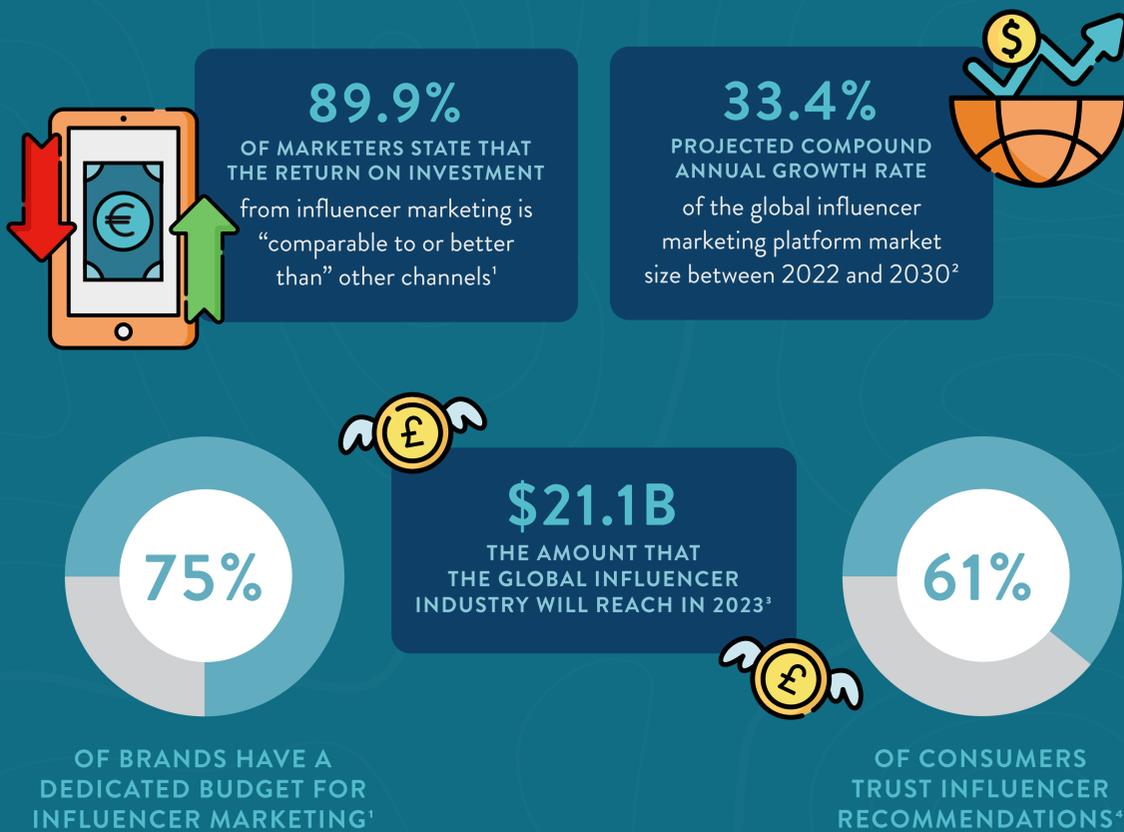


# INFLUENCER PARTNERSHIP MARKETING: THE MISSING LINK TO BUSINESS GROWTH

Partnering with influencers can help your brand break into new markets, bolster trust, and enhance brand awareness. Discover why you should add influencers to your partnership marketing mix.



## WHY YOU SHOULD ADD INFLUENCERS TO YOUR PARTNERSHIP MARKETING MIX

- ✓ Influencer partnerships can facilitate **FULL-FUNNEL MARKETING** and enable your brand to **BREAK INTO NEW AUDIENCES**
- ✓ Partnering with an influencer can help to bolster **TRUST IN YOUR BRAND**
- ✓ Influencer marketing is a powerful mechanism for **ENHANCING BRAND AWARENESS** and rebranding initiatives
- ✓ With the right influencer partners, you can **ESTABLISH YOUR BRAND AS AN AUTHORITY** while also achieving a **STRONG RETURN ON INVESTMENT**



## AP CLIENT SUCCESS STORIES



### AP Designs Always-On Influencer Strategy for Allbirds

To increase influencer membership, monthly content, and significant revenue growth for Allbirds, AP created an always-on strategy that involved recruitment and better incentivisation structures.



### Renogy Capitalises on Emerging Influencer and Affiliate Opportunities in New Markets

Discover how AP helped Renogy grow their influencer base and affiliate programme to new regions while increasing click traffic and sales.



### Stella & Dot Drives Brand Awareness and Customer Engagement with Influencer Marketing

Learn how AP worked with Stella & Dot to run an influencer marketing campaign through their affiliate programme, resulting in 18K engagements in just seven weeks.



### AP Influence Attracts High-Value Micro Influencers And Closes The Loop On Tracking

Through AP Influence, AP addresses every facet of influencer partnership marketing. Learn how AP Influence drives compelling content, campaigns and conversions.

**READY TO TAP INTO THE POWER OF INFLUENCER MARKETING AND GROW YOUR BRAND?**

**LET'S CONNECT**

[www.accelerationpartners.com](http://www.accelerationpartners.com)

<sup>1</sup> <https://hbr.org/2022/11/does-influencer-marketing-really-pay-off>

<sup>2</sup> <https://www.grandviewresearch.com/industry-analysis/influencer-marketing-platform-market>

<sup>3</sup> <https://influencermarketinghub.com/>

<sup>4</sup> <https://www.shopify.com/blog/influencer-marketing-statistics>