ACCELERATION PARTNERS

Brand to Brand, Affiliate & Influencer Marketing

BRAND TO BRAND MARKETING

Brand to Brand Marketing, also known as affinity marketing or co-marketing, is when two brands partner on a marketing campaign and thus gain access to one another's customer base

$521B 2021

Global advertising spend[1]

34% The percentage of marketers that believe co-marketing or brand partnerships to be the most effective email list growth tactic[2]

When Estée Lauder and a top U.S. retailer created joint Google Ads that promoted the retailer and the brand's fragrance products, the average ad click share rose by **70%**[3]

BENEFITS OF BRAND TO BRAND MARKETING

- Offers mutual benefits
- Increases memberships
- Targets specific demographics
- Increases brand awareness
- Optimizes marketing budget

AFFILIATE MARKETING

Performance-based partnership in which a partner is paid (generally a commission) based on their ability to drive a desired action

$15.7 BILLION expected affiliate market value by 2024[4]

20% The expected market growth in the next few years[4]

$13 BILLION

The amount brands invested in affiliate marketing in 2017 alone[5]

80% of brands and **84%** of publishers use affiliate marketing[6]

15% of the digital media industry's revenue comes from affiliate marketing[7]

BENEFITS OF AFFILIATE MARKETING

- Generates rapid traffic growth
- Increases brand awareness
- Offers low risk investment
- Delivers high ROI
- Targets specific KPIs

INFLUENCER MARKETING

A brand pays an influential person, such as a social media personality, to promote their product or service

60% OF TEENS follow the advice from influencers over celebrities[8]

86% OF WOMEN use social media for purchasing advice[8]

49% OF COMSUMERS depend on influencer recommendations[8]

BENEFITS OF INFLUENCER MARKETING

- Builds trust by using people valued in their respective niches
- Reaches a target market
- Increases word-of-mouth referrals
- Advertises in a non-invasive way
- Establishes authentic audience connections

1 https://www.statista.com/statistics/376260/global-ad-spend-distribution-by-medium/#:~:text=Digital%20advertising%20channels%20are%20the,share%20was%20expected%20to%20grow%20by%2020.0%20percent.

2 http://research.ascend2.com/2017-email-list-growth-trends/

3 https://www.google.com/retail/solutions/shopping-campaigns-with-partners/

4 https://influencermarketinghub.com/affiliate-marketing-report/

5 https://www.statista.com/statistics/693438/affiliate-marketing-spending/

6 https://www.impactmybiz.com/blog/benefits-of-affiliate-marketing/

7 https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you

CONNECT WITH US

www.accelerationpartners.com