

Partner Program Launch

You're about to launch your Partner Program - but how else can you make a splash? We're here to help with that!



Partner page on your website: Build a partner page for your website sharing the details of your program with your ecosystem.



Share it with your existing network: Don't forget to share the launch of your program with your customers!



Social announcement: Share the big news on your social channels.

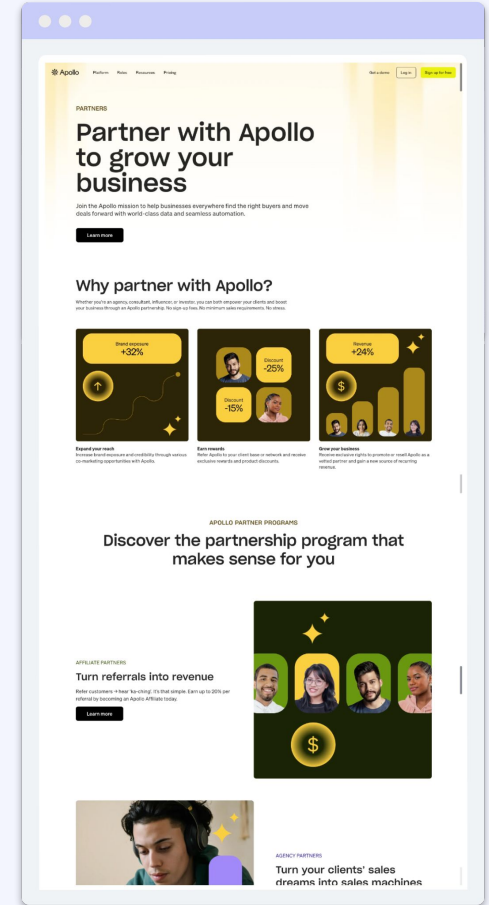


Partner Page

Build a partner page on your website that's easy to find with relevant information for prospective partners.

Here are best practices for designing and maintaining a compelling partner page:

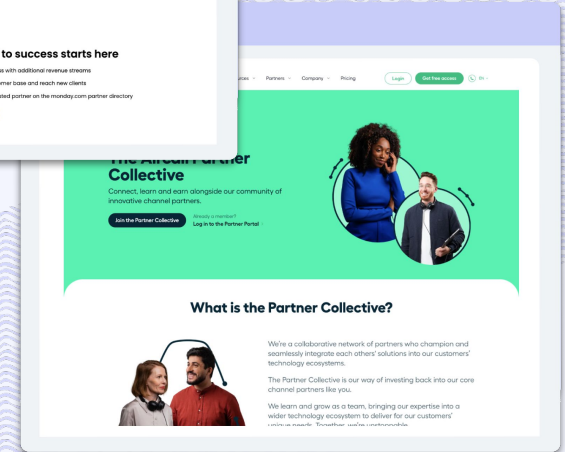
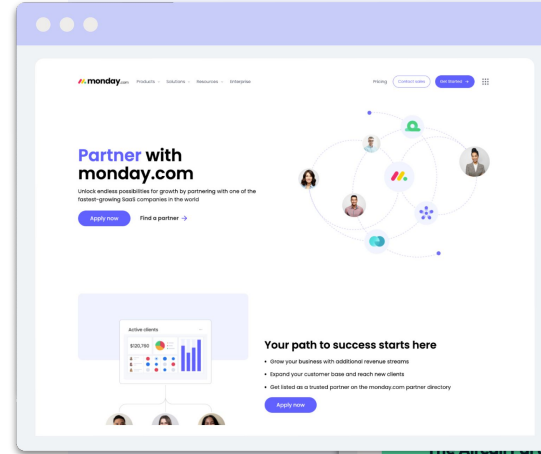
1. Define the page's purpose
Clarify whether the page is for showcasing existing partners, attracting new ones, or both.
2. Segment partners clearly
3. Include logos (With permission)
4. Highlight mutual value
5. Add partner case studies
6. Incorporate clear CTAs
Individual CTAs to apply to each Program Type and hyperlink your PS Application or Program Page URL
7. Keep it updated
Regularly add new partners, highlight recent partnership announcements, etc.
8. Include a FAQs section



Partner Page

Examples of a few of our customers with exceptional Partner Pages:

1. Apollo.io
2. monday.com
3. Glide
4. Aircall
5. Demandbase



Share it with your network!

Announcing your partner program is crucial for gaining traction and driving adoption. Here are some actionable tips to make your partner program announcement impactful:

1

Announce with a Multi-Channel Campaign

Use multiple channels to maximize visibility including email, social media, in-app notifications, etc. Don't forget to use 'Announcements' that display as a banner on your partners profiles!

2

Include in Onboarding and Customer Lifecycle

Mention the partner program during user onboarding or in educational webinars. Example: "Love our product? Earn by referring others!"

3

Write a Dedicated Launch Blog Post

Include benefits, who it's for, how to join, and success stories (if available).

4

Leverage Existing Customer Advocates

Reach out to power users and brand advocates directly. Offer exclusive early access or bonuses for top customers.

Customer Social ToolKit

We're as excited as you are for your launch on PartnerStack! 🎉

Share the big news on your social channels with this [ToolKit provided](#). This includes sample copy & templates for graphics that you can use to amplify the announcement!



Don't forget to notify your CSM when you're planning on posting this and our team will do our best to engage with the post!

