

## Delivering Powerful Affiliate Marketing Results

Performance Marketing Manager believes in the power of putting partnerships first. Founder Dustin Howes developed the gift of network marketing over the last 10 years in the affiliate marketing industry. He has cultivated thousands of partner relationships while observing the industry best practices.

With several years' experience behind him, Dustin came to the unfortunate conclusion that the overall management of affiliate programs is wildly misunderstood. As a result, he developed both a suite of consultancy services and the only online certification course of its kind that teaches people how to properly manage a merchant affiliate program. Here we explore three of those success stories.

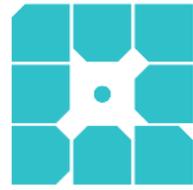


### The Challenges

Many of our clients come to us because their affiliate programs are just not delivering results. Often this is a result of a range of factors including inappropriate and poor-performing affiliates, too many coupon sites, a lack of internal knowledge to ensure effective relationship management and a lack of effective strategic planning for the affiliate program.

*"I've had the great pleasure of working with Dustin, AKA "Coach Dutch", for 2 years. The impact he has had on not only my professional development, but personal development, is incredible. His patience, temperament and all-round fun nature resulted in perfect environment to absorb what he was teaching. But for me, the defining factor was his ability to make every obstacle, challenge, or even quick task a lesson to learn from. Thanks Coach."*

**Our Client:** WP Engine is a large SAAS corporation with an established affiliate program but one which was underperforming because 8 of the top 10 affiliates were coupon sites.



# WP engine

**Our Role:** We were asked to help the business by auditing the affiliates and restructuring the program to ensure it was much more effective. This included removing all those coupon sites, training affiliate managers, relaunching the program and developing a future strategy.

**The Program:** WP Engine typically partners with creative, marketing, or digital agencies that develop WordPress sites for their clients. In turn, the agencies will refer these sites to WP Engine for ongoing management and service. Additionally, WP Engine's partner program supports freelance plug-in developers, theme developers and website designers. Bloggers could find success as an affiliate partner by referring the platform to other bloggers/website owners.



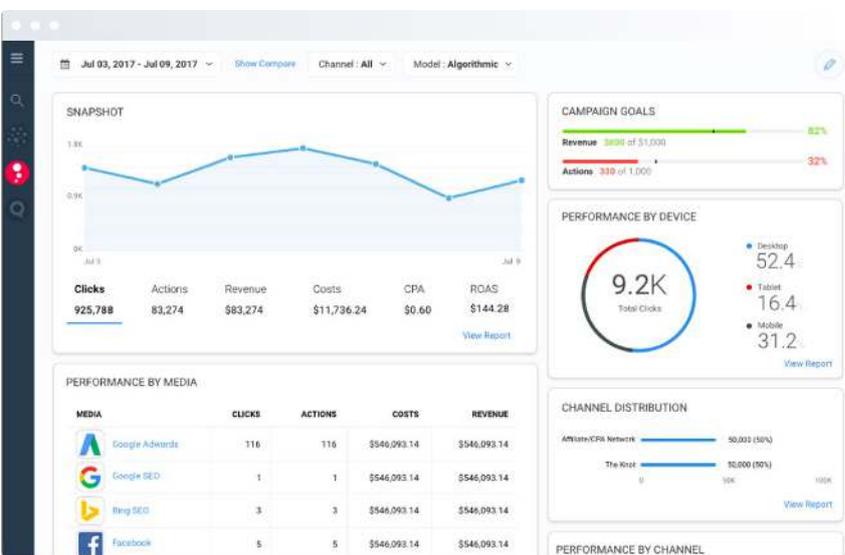
**The Results:** Over the years we recruited 25,000 affiliates and trained 4 dedicated affiliate managers to look after these relationships. Today the top 10 affiliates are all content sites and the program has achieved 60% year-on-year growth. The firm has generated \$40m annual revenue through the affiliate channel since the relaunch three years ago.

**Winner of the Affiliate Program of the Year Award at the Affiliate Summit Pinnacle Awards 2017** WP Engine is proud of the success of its affiliate program.

**Our Client:** BigCommerce is a medium sized SAAS company offering ecommerce solutions. Having developed a strong affiliate program just a few small tweaks were needed together with the development of an expert strategy to grow the program to the next level.

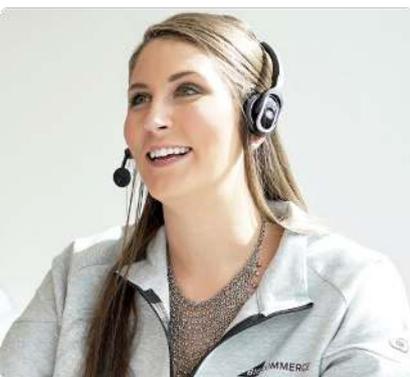


**Our Role:** We were asked to audit the existing program, to overhaul the affiliate assets and to train in-house affiliate managers before refreshing and further developing the recruitment strategy for the business.



**The Program:** The BigCommerce program offers affiliates up to 200% of first month revenue. The content team creates pre-made blog posts on a regular basis that can be used by all partners. They have incorporated a robust welcome sequence, frequently updated banners and links to new landing pages.

**The Results:** In the first 12 months over 5,000 new affiliates joined the program, and were supported by the two dedicated affiliate managers we trained to support the program. So far the business has enjoyed 110% year-on-year growth of the program.



**OVER  
\$1.5 MILLION**  
paid in commissions  
last year alone

*"Dustin and his team have been instrumental in taking the Bigcommerce affiliate program to the next level. His passion for affiliate marketing shows up with his hands-on approach for training affiliate managers. With his expert guidance in recruiting affiliates, we doubled the revenue of the program in less than a year."*

Adam Enfroy  
BigCommerce

**Our Client:** Kicksta helps brands and influencers to connect with and grow their followers on Instagram. A year after they created their affiliate, they had failed to gain any real traction.



**Our Role:** A full overhaul of the affiliate program was required, including an effective recruitment strategy, measurable objectives and a training affiliate manager to ensure the program was effectively coordinated and managed.



**The Program:** Kicksta helps brands and influencers to grow on Instagram with tools to connect them with real followers. The platform can also be used by affiliates as a white label service to broaden their offering or just as a click-through reward program.

**The Results:** Within the first 6 months of working together we had helped Kicksta recruit over 600 affiliates. The business has since gone on to achieve 750% year-on-year revenue growth as a result of the strong foundations for success that we created.

**Contact Dustin**

Email: [me@dustinhowes.com](mailto:me@dustinhowes.com)

Skype: [dustinhowes](#)