



PARTNER PROGRAM PLAYBOOK



ExpertVoice



Elevate your members.

ExpertVoice is committed to increasing the benefits to partners like you in a way that is meaningful to your community.

We have learned that experts seek an elevated, deeper relationship with brands beyond the “discount deal.” We also know that brands want an authentic, trusting relationship with communities like yours.

Our experts are driven by passion and purpose to provide trusted recommendations to friends, families and consumers.

With a network of more than a million experts, 4,500 partner organizations, 78,000 retail locations, and over 500 brands, the ExpertVoice platform is the world’s largest community of trusted experts.

Taking advantage of this opportunity is easy and free for you and your members.

Everything you need right here.

Our goal with the Partner Program Playbook is to provide you with all the tools you need to get the greatest benefit from your partnership with ExpertVoice.

Our Partner Program consists of:



Partner Business Representative (PBR)

We have your back - Your dedicated PBR will coordinate our joint activities and provide any help you need to make our partnership a success for your members.



Tracking Link

Take the credit - We issue you a dedicated link to track clicks from any of your member communication that sends traffic to our site.



Referral pages

Message right - Best practices for describing the benefits on your website of our partnership.

Dedicated Landing Page

Soft landing - A page on our site dedicated for your members that makes it easy for them to join ExpertVoice.



Co-branded Media Opportunities

Connect Passion and Purpose - ExpertVoice will invest in your efforts to let your members know about the purpose driven and savings benefits of our partnership.



Quarterly reporting

It's evident - We will report monthly on our joint success. Reports include how many of your members have joined the program, what their engaged activity has been and how much they are saving on the platform.





Your Partner Business Representative (PBR) *We have your back!*

Your PBR is dedicated to the success of your program. Most likely he or she has already reached out to you and is coordinating with you on the specifics of your program.

Your PBR will manage:

Your Partner Launch Document: This document will contain your UTM tracking link, your dedicated landing page URL and any specific language that you might need for your referral pages.

Application Setup Document: If your organization is new to our platform, this document is used to create the actual application that is used on our site to affiliate your members to your ExpertVoice team. This includes any questions you might want to ask your members when signing up and how you want to validate your members.

Statements of Work (SOW): For each investment ExpertVoice makes in co-branded media opportunities, your PBR will create a SOW that outlines the specifics (see the “Media Opportunities” section below for more information).

Quarterly Reports: Your PBR will send you quarterly reports on your members activities.

Your PBR is your day-to-day support for our partnership and will happily help in any way they can to ensure success with our program.



Tracking Link *Take the credit!*

We will issue you a UTM tracking link so when you send your members to our site (web pages, social, email, SMS), we can track that they came from you. A UTM tracking link looks like this:

https://www.expertvoice.com/yourlandingpage/?utm_source=yourwebsite.com&utm_medium=referral&utm_campaign=landing_page&utm_content=additional_content

Let's break that link down into its components:

Landing page: expertvoice/yourlandingpage

This is your dedicated landing page that makes on-boarding your members easy and provides a cohesive message from you to us. On this page we outline the benefits of our platform to your members.

Usually this is your organization's name (eg. expertvoice.com/usacycling)

Utm_source: utm_source=yourwebsite.com

This tells us which organization the traffic is from.

This is usually your organization's website.

Utm_medium: utm_medium=referral

We use this internally to group all of our referral traffic for reporting.

This is almost always the same for all partners (utm_medium=referral).

Utm_campaign: utm_campaign=landing_page

Again, we use this internally for reporting.

This too is almost always the same for all partners (utm_campaign=landing_page).

Utm_content: utm_content=additional_content

Optional: This is where we might ask you to place additional information for tracking. This is usually used for co-branded media opportunities.

A tracking link is one of the key pillars of our partner program.



Referral Pages Message Right!

Referral pages are the pages on your website that direct your members to ExpertVoice using your tracking link. Our partners add paragraphs and/or complete pages describing the benefits of ExpertVoice.

Your PBR will provide your link, number of members and average savings on the “Program Launch” document.

#YourOrganizationNavigation

Member Benefits

ExpertVoice
We've partnered with ExpertVoice to give our Members like you access to the exclusive perks and savings you deserve.

Join over #0,000 members of #YourOrganization on ExpertVoice.

- ExpertVoice is an exclusive community that connects passionate, knowledgeable people with their favorite brands. As part of the community, experts enjoy:
- Behind-the-scenes access to top brands
- Exclusive pricing up to 70% savings
- Opportunities to test new products
- The chance to work directly with their favorite brands

Our members save an average of \$0.00 dollars a year on ExpertVoice.

Signing up is easy and free:

- Visit [expertvoice.com/#yourlandingpage](#) and sign up. [add your tracking link to your html]
- You'll join our exclusive #YourOrganizationName team
- Enjoy your expert perks!
- Questions? Reach out at 866-376-4685 or support@expertvoice.com.

[Join Us Now](#)

#YourOrganizationNavigation

Join ExpertVoice to elevate your membership

Powered by ExpertVoice

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[Join ExpertVoice](#)

On-site paragraph example:

When describing your partnership with us, you can use some of the wording below.

Reward your expertise with our proud partner ExpertVoice.

We've partnered with ExpertVoice to give our Members like you access to the exclusive perks, trusted brand relationships and savings you deserve.

Join over 2,000 members of #YourOrganization on ExpertVoice.

ExpertVoice is an exclusive community that connects passionate, knowledgeable people with their favorite brands. As part of the community, experts enjoy:

- Behind-the-scenes access to top brands with the same passion and purpose
- Exclusive pricing up to 70% savings
- Opportunities to test new products
- The chance to work directly with their favorite brands
- Overall, to elevate their expert status while doing what you love.

Our members save an average of \$X dollars a year on ExpertVoice.

Signing up is easy and free:

- Visit [expertvoice.com/#yourlandingpage](#) and sign up. [add your tracking link to your html]
- You'll join our exclusive #YourOrganizationName team
- Enjoy your expert perks!
- Questions? Reach out at 866-376-4685 or support@expertvoice.com.

On-site dedicated Referral Page:

Our most successful partners have a dedicated referral page where the full benefits of the platform can be explained.

This page uses the same language as above but includes a link to our video that describes the benefits of ExpertVoice membership.

The video link for embedding is:

<https://www.youtube.com/embed/jmYJ4lhOBaU>

And the embed code looks like this:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/jmYJ4lhOBaU" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```



Dedicated Landing Page Soft Landing!

On our site, we will create a dedicated landing page for your members. This lets your members know that they've reached the right site with consistent branding and messaging from your referral page.

ExpertVoice Sign-in

#YourOrgNameAndLogo
Join the #OrgName team on ExpertVoice

JOIN NOW

What is ExpertVoice?
Watch this and find out.

Get rewarded for your expertise

- Behind-the-scenes content
- Exclusive pricing up to 70% savings
- Opportunities to test new products

#Background image to match your site/organization

More about ExpertVoice

Brands

Additional Instructions

JOIN NOW

Fast sign-up for your Members

Not only does the page visually help your members, it also includes on-boarding code so we can “fast-track” adding them to your organization’s team on our platform. This makes signing up your members faster and easier than ever before.

If you’re a new partner, we will create this team using the “Application Set-up” document that your PDR will create with you.

#YourOrgName Playerbook Snapshot Powered by ExpertVoice

Membership

10,222 Active Members	12,500 Total Members
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Savings

\$152 Avg. Savings/Order	\$2800 Avg. Savings (Top 10 Members)
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Top Brands:
5.11 Tactical - Pelican - Big Agnes - Camp Chef - Bushnell - Leica Sport Optics
U.S. Optics - Work Sharp - Federal - Traeger Grills

Engagement

31,123 Edu-Games Taken	1,027 Product Recommendations
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Member Sign-Ups

5,550 New Members



Quarterly Reporting It's Evident

We will report quarterly on our joint success.

Reports Include:

Membership Information: The total number of active members on the platform and the total number of members who are Experts on the platform.

Members Savings: The average savings per order for each of your members and the average savings for your top 10 members.

Engagement: How active your members are on the site including edu-games taken and product recommendations written.

Member Sign-ups: The number of new members who joined the platform during the quarter.



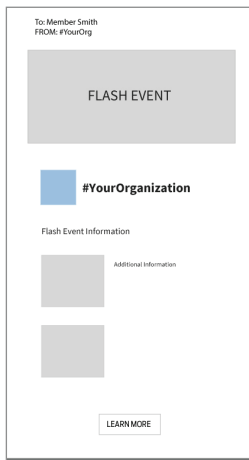
Co-branded Media Opportunities

Connect Passion and Purpose

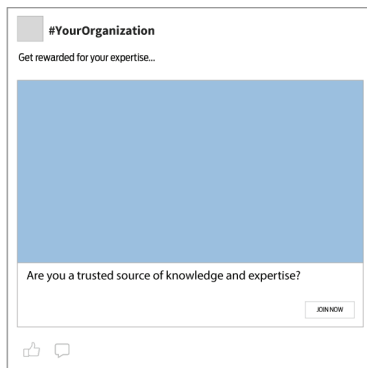
Many of our partners qualify for our new co-branded media opportunities. For these opportunities, ExpertVoice will invest our media dollars in your efforts to let your members know about the benefits of our partnership.



"Join Now" Email



Media Event Email



Online Media Sponsorship

Our co-branded media opportunities include:

Referral Link Clicks

Each time someone clicks on your tracking link, joins the site and affiliates with your organization's team, we will pay your organization a referral fee. This helps cover the cost of setting up and maintaining the referral links and pages on your site.

Co-branded dedicated ExpertVoice "Join Now" email

This is a dedicated email that you send when you want to explain all the benefits of the platform with a call-to-action of joining your ExpertVoice team.

The language of the email could include language similar to your referral paragraph outlined above. Our partners who have the most success with emails, also include language about how ExpertVoice aligns with their membership mission statement.

For qualifying partners, we pay a referral fee for your members that join using your tracking link. This helps cover the administrative cost of the email send and can also be a revenue source for your organization.

Co-branded ExpertVoice Emails during our scheduled media events

About 20 times a year, ExpertVoice offers additional specials and flash events to certain groups of experts (for example, all teams in the outdoor or tactical categories).

Your PDR will work with you to see which events target team members like yours. You can piggyback your own email sends based on the events for which your team qualifies.

During these events, the savings are exceptional, so you'll want to let your members know when they happen.

Again, we will pay qualifying partners a referral fee for new members that join our platform and affiliate for the first time with your team.

Email Sponsorship

Mostly likely, you have a regular cadence of email communication with your members. Many organizations also have sponsorship opportunities for these email sends.

Let your PBR know about your sponsored placements so we can evaluate if they fit with our media plan.

Co-branded Online Media Sponsorship

How would you like thousands of additional impressions online for your organization that we pay for?

You can share your list privately with our online media accounts in such a way that we can't even see a list of your members. As your members go-online they will see advertising that you approve about your organization's team on ExpertVoice with a "join now" call to action.

This is a secure and private way for you to build your organization's brand online without any additional expense. For your members, it is a reminder of the benefit of membership in your organization that many will remember when it comes time to renew their membership.

Does your organization qualify?

Talk to your PBR and see what opportunities are available to you.



Questions?

Contact our Strategic Partnerships Team at
801-869-6466 or partners@expertvoice.com