



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 21 June 2026 To 25 June 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Affiliate and partnership marketing are powerful strategies that enable businesses to expand their reach, grow their customer base, and boost revenue through collaboration with partners. This 5-day professional course is designed to provide participants with a comprehensive understanding of affiliate and partnership marketing strategies, tools, and best practices necessary to create successful campaigns and forge impactful partnerships.

## Objectives

- Understand the fundamentals of affiliate and partnership marketing.
- Learn how to identify and recruit suitable partners and affiliates.
- Develop strategies for successful partnership and affiliate campaigns.
- Acquire skills to manage and optimize affiliate and partnership relationships.
- Analyze and measure the effectiveness of affiliate and partnership marketing efforts.

## Course Outlines

### Day 1: Introduction to Affiliate and Partnership Marketing

- Definition and scope of affiliate and partnership marketing
- History and evolution of affiliate marketing
- Types of partners and affiliates
- Benefits of affiliate and partnership marketing
- Key trends and future outlook

### Day 2: Strategy and Planning

- Setting objectives and goals for your program
- Identifying and analyzing target audiences
- Creating a value proposition for partners and affiliates
- Building a long-term strategy for partnerships
- Case studies of successful affiliate and partnership programs

### Day 3: Recruiting and Onboarding Partners

- Criteria for selecting partners and affiliates
- Outreach strategies for recruiting partners
- Creating an irresistible affiliate offer
- Onboarding process and training for partners
- Contract negotiations and legal considerations

### Day 4: Managing and Optimizing Partner Relationships

- Building strong relationships with affiliates
- Communication and engagement strategies
- Performance tracking and feedback mechanisms
- Conflict resolution and problem-solving
- Tools and technologies for managing partnerships

## **Day 5: Measuring and Analyzing Success**

- Key performance indicators (KPIs) for affiliate and partnership marketing
- Analyzing and interpreting data
- Adjusting strategies based on performance analysis
- Reporting and communicating results
- Continuous improvement and scaling up the program