

Apostle Social Partnerships

Teaming Up for Client Happiness







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Apostle's comprehensive social media management and advocacy solutions empower agencies and software companies to maximize clients' social reach, achieve outstanding results, and fortify client relationships.


This Is Why Organizations Partner With Apostle




1,408 Top Brands
rely on Apostle to activate brand ambassadors and managing (local) business pages on social media





Strategic partner
of the Cialdini Institute, CM.com, Spotler, and Dentsu

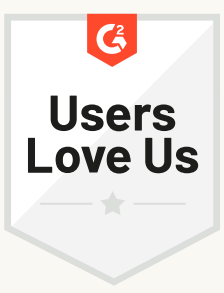


High Performer
on G2 in 2024









The Partnerships for Mutual Benefit

Referral Partner

Start referring Apostle to clients and people in your network to earn commissions.

Agency Program

Manage client social media activities in one efficient dashboard.

Reseller

Become a reseller of Apostle's industry-leading social media management and advocacy solutions.

Integration Partner

Integrate your software solutions with Apostle to expand the possibilities for clients.

[Discuss the possibilities](#)



Referral Partner

Passionate about Apostle and its potential benefits for your clients, you serve as a referral partner and brand ambassador. By sharing your positive experiences, you help clients understand the value Apostle can bring to their business.

How it works

Register to receive your personal referral link, which you can share with clients, prospects, and contacts within your network. When clients sign up using your link, they are automatically linked to you as the referring partner, ensuring you receive your benefits.



What's in it for you?

- Earn a kickback fee from every annual license sold, with continuous earnings as long as the license remains active.
- Receive a voucher of your choice upon successful referral*.
- Enjoy the flexibility with no long-term commitment required.

I'd like to become a referral partner. What are the next steps?

1. Visit our [landing page for referrers.](#)
2. Fill in your contact details and receive your personalized link.
3. Share your link with (one of) your clients.
4. Earn a kickback fee from every annual license sold and a voucher of your choice upon successful referral*.
5. Keep the referrals coming, and watch your earnings grow!

Start referring now

*Whenever someone signs up using your link and remains a customer for at least three months, you will receive a voucher



Agency Program

Manage client social media activities in one efficient dashboard. Schedule posts for company pages in advance or activate employees and external heroes as brand ambassadors on social media for better results.

What's in it for you?

- Integrate your social media services with our planning software: effortlessly manage multiple clients' social media accounts.
- Provide comprehensive programs with our software solutions, including Employee Advocacy, Social Selling, Recruitment, People & Culture, HR, and Content Creation.
- Access our success formula and partner community to drive growth on social media.

Explore the possibilities



dentsu

"Cialdini's theory, clear videos, assignments, and 1-on-1 sessions with our SRO professional, have certainly contributed to my brand ambassador knowledge. I'm convinced that familiarity with these concepts is essential for those venturing into SRO."

Maike Jansen, Employee Advocacy Lead

I'd like to enroll in the Agency Program. What are the next steps?

- 1. Schedule an exploratory meeting:** with one of Apostle's partner managers to explore partnership opportunities and potential joint software and program solutions.
- 2. Establish Partnership:** If we both find the partnership exciting and beneficial, we'll proceed with setting up an Apostle team tailored for your organization.
- 3. Implement Apostle:** We'll implement Apostle at your clients' organizations together and provide training on how to incorporate it into your services.
- 4. Mutual Offering Integration:** You will include Apostle in your offerings to customers, and we'll reciprocate by promoting your services.

Teaming Up for Client Happiness

Do your services align with one of the programs below? By integrating your services with a license to our advocacy solutions, we can deliver even greater value to our customers—together.

1. Employee Advocacy →
2. Social Media Planning →
3. Brands with Local Heroes →
4. Social Selling →
5. Social Recruitment →
6. Employer Branding/HR →
7. People & Culture →
8. Social Content Creation →



● Reseller

Become a reseller of Apostle's industry-leading social media management and advocacy solutions. Gain access to a branded software environment tailored to your domain, allowing you to offer our cutting-edge solutions under your brand.



What's in it for you?

- Custom-branded software environment hosted on your domain.
- Comprehensive training and support to ensure your success.
- Access to exclusive reseller resources and marketing materials.
- Competitive pricing and kickback opportunities.
- Strengthen your product offerings and enhance client satisfaction.

I'd like to enroll in the Agency Program. What are the next steps?

- 1. Set up an exploratory meeting:** with one of Apostle's partner managers to explore reseller partnership opportunities and discuss the software solutions we could jointly offer.
- 2. Establish Partnership Enthusiasm:** If we both see value and potential in the partnership, we'll move forward by creating a custom-branded software environment hosted on your domain.
- 3. Implement Apostle:** We'll work together to integrate Apostle into your organization, providing comprehensive training on how to effectively use the platform, so you can offer it to your customers.
- 4. Mutual Offering Integration:** You'll incorporate Apostle into your customer offerings, and in return, we'll actively promote your services.
- 5. Earn Passive Income:** Enjoy monthly commissions for every active license you sell and maintain.

Explore the possibilities



Integration Partner

Expand your platform's capabilities by becoming an integration partner with Apostle. Incorporate our advanced social media management and advocacy solutions into your existing systems, providing enhanced functionality and value to your clients.

What's in it for you?

- Seamless integration with Apostle's social media software.
- Detailed API documentation and dedicated technical support.
- Joint marketing initiatives and co-branding opportunities.
- Tailored development to fit your specific requirements.
- Enhance your platform and offer superior social media solutions to your clients.



I'd like to enroll in the Agency Program. What are the next steps?

- 1. Exploratory Meeting:** Schedule a meeting with one of Apostle's partner managers to discuss the possibilities of an integration partnership.
- 2. Technical Evaluation:** We'll provide you with API documentation to help you assess the technical requirements and resources needed for integration.
- 3. Agreement and Terms:** We'll discuss and agree on the partnership terms, including revenue sharing, support, and responsibilities, followed by signing the agreement.
- 4. Implementation and Testing:** Together, we'll build and test the integration to ensure it meets both standards and functions as expected.
- 5. Joint Opportunities:** Train your internal teams on the new integration. We can collaborate on joint marketing strategies, develop collateral like case studies and demos, and educate your sales teams to explore co-selling opportunities for greater impact.
- 6. Launch, Monitor, and Optimize:** After the launch, we'll monitor the integration's performance with key metrics, continuously improve based on feedback, and explore new opportunities to expand our partnership, including enhancing the integration or entering new markets together.

Explore the possibilities



Become a Partner of Apostle's Software Solutions

Partner with Apostle to unlock a suite of powerful tools designed to elevate your clients' social media strategy and drive growth.

■ Core

Social Publishing: a strong foundation for efficiently managing your corporate social media channels.

■ Growth

Employee Advocacy First Steps: simplified posting for a small group of colleagues with no account setup or legal hassles. They receive LinkedIn post suggestions via email, making it easy and convenient.

■ Activate

Employee Advocacy Pro: With scientifically based onboarding, transform your coworkers into brand ambassadors. Develop a unified, company-wide social media strategy to enhance your brand's reach and engagement.

■ Local Heroes

Activate Local Heroes:

Achieve global success by activating your local heroes, including retailers, dealers, franchisees, members, brand labels, and other business partners. Expand your social media presence and influence worldwide.

Check our combinations on the next page!



Experiment

Experiment & Explore: Try all modules for **two months** with no commitment. Discover our platform's capabilities and see how it can enhance your social media strategy.



Our Combinations & Plans

■ Building a strong social media foundation (Core)

Effortlessly manage your company pages and optimize your social workflow in one intuitive dashboard. Share your brand's story with your dedicated followers.

■ Save time and grow your reach (Core + Growth)

Combine social media publishing with your initial steps in employee advocacy. Expand your reach by not only posting on your company pages but also tapping into the networks of your colleagues.

■ Optimize your social strategy to a higher level (Core + Activate)

Advance your employee advocacy efforts by transforming your colleagues into true brand ambassadors. Implement effective behavioral strategies and a comprehensive onboarding process to support this transformation.



■ Boost regional visibility and partnerships (Core + Local Hero)

Incorporate your external partners, such as retailers, dealers, franchisees, members, and other business associates, into your social media strategy. This approach helps disseminate your brand message regionally while enhancing your global presence.

■ Work with a global structure and strategy (The Ultimate Combo)

We are here to help you become the most visible in your field. Manage your business pages and activate all your internal and external heroes on social media for optimized reach.

■ Collaborative structure for growth and success (The Global Suite)

The Apostle Global Suite enables holding companies and global locations to grow collaboratively at their own pace. Each location has its own customizable publishing environment, while the holding entity can seamlessly manage and oversee all operations.



Become Partners in Optimizing Social Reach

Let's work together on improving your software solutions or help clients grow their social media presence.

Contact us



Contact us

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[Visit our legal resource](#) hub form more information on our legal services and agreements.