

Nutshell 🍷

Partner Program Guide

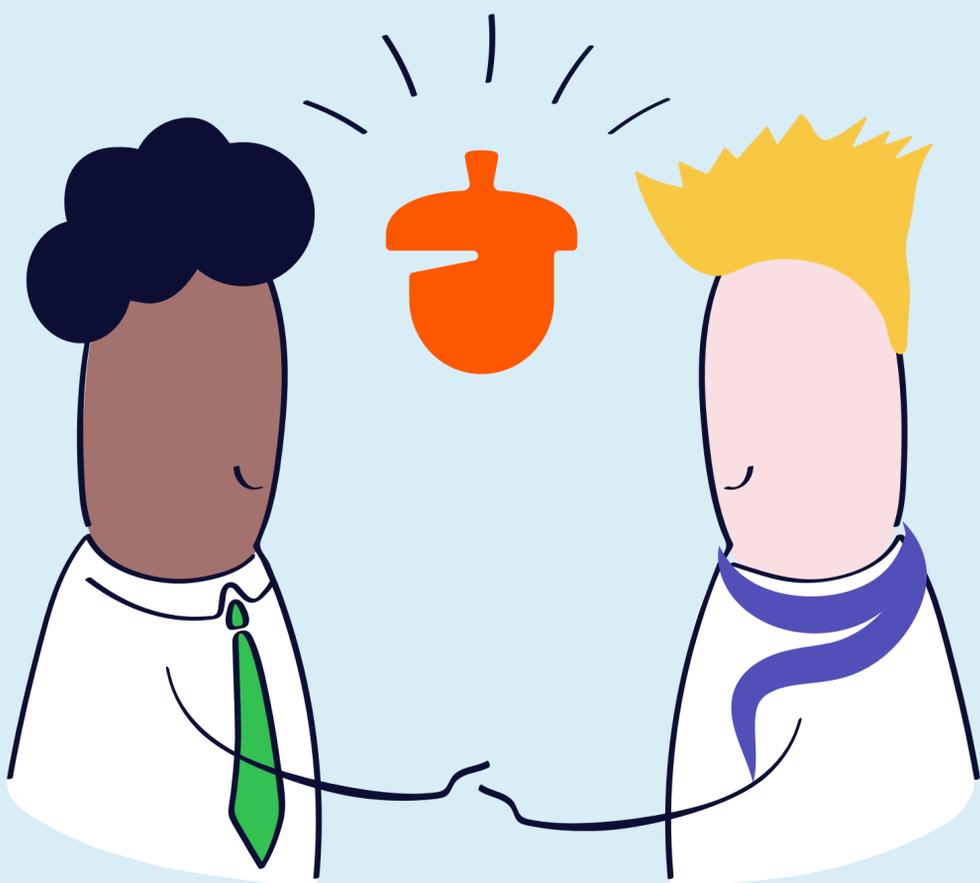


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Welcome!

Hello and welcome to Nutshell's partner program! We're thrilled to have you on board!

This guide is designed to provide you with all the essential information you need to maximize your success in our program. Inside, you'll find:

- An overview of the program
- Information on how to navigate and use PartnerStack, our partner program management software
- Marketing ideas and tips for promoting your tracking links
- A bit about us to help you get to know Nutshell and pitch us to potential customers
- Links to additional resources

We hope you find this guide helpful!

If you have questions at any time, feel free to reach out to me at partners@nutshell.com.

Thanks again for choosing to partner with us. We look forward to growing together!



Kevin Randolph

Section 1: How the program works

In this section, we'll provide a brief overview of how our partner program works, from how to participate to how you get paid.

How the partner program works

- Copy referral links from PartnerStack and publish them to your website.
- When visitors to your website click through these links to nutshell.com, their activity will automatically be attributed to you.
- If a referral signs up for a Nutshell subscription, you'll receive credit for the transaction.
- Once the transaction is approved, you'll receive a commission through PartnerStack.
- Commissions are paid out for up to 12 months per referral transaction (if your referral cancels their subscription prior to 12 months, you will be paid out your commission for the number of months their subscription was active).

What do I need to do to participate?

To participate in the partner program, all you need to do is set up your PartnerStack account and then publish tracking links on your website, and/or share them via email, YouTube, or other channels. You'll then automatically receive credit for any new customers who sign up for a Nutshell subscription after clicking on your tracking link.

The next section of this guide provides more details about using PartnerStack.



How do I get paid?

If any of your referrals sign up for a Nutshell subscription after clicking one of your links you'll receive a commission on the total cost of that referral's Nutshell subscription for the first year they're a customer.

Commissions are calculated based on a percentage of referrals' total subscription purchases. To determine your commission percentage, click on Nutshell's program in your PartnerStack account. Then, on the summary page, scroll down to the 'Offers' section.

To view and withdraw your commissions, click on 'Commissions' in the menu at the top of the page in PartnerStack. On this page, under 'Available Funds,' you will see commissions that are available for

withdrawal for all programs you participate in through PartnerStack. You will see pending commissions under 'Projected earnings.'

If you have funds available and you have connected a payment provider, you will see a 'Withdraw funds' button. Simply click this button to withdraw funds via the payment method you provided. For information on how to add a payment provider, see the ['Add your payment information' section](#) below.

Commissions are available for withdrawal approximately one to two months from the date your referral makes a purchase. Pending commissions from the previous month are processed during the first two weeks of the month and are typically available for withdrawal around the start of the third week of the month.

All of your activity and commission details can be viewed in your PartnerStack dashboard.

See [this PartnerStack support article](#) for more details.

The screenshot displays a dashboard with three main sections. On the left, under 'AVAILABLE FUNDS', the available amount is \$659.67 USD. Below this, it shows 'Total commissions' of \$666.00 and a 'Processing fee' of -\$6.33, with a 'View commissions' link. In the center, there is a 'Withdraw funds' button. Below the button, it indicates the withdrawal method as 'Bank account' with a masked card number '*****4433' and an 'Options' menu. On the right, the 'Projected earnings for this month' section shows \$0.00 USD, with a note that 'Total commissions that are pending approval and approved & pending for Apr 2024' are currently zero.

Section 2: Getting started with PartnerStack

PartnerStack is the software we use to manage our partner program, and it's your portal for everything you need to get started as a partner. If you didn't have a PartnerStack account already, you were prompted to create one when you applied for our partner program.

Within PartnerStack, you'll find your tracking links, reports on your link performance and commissions, resources from the Nutshell team, and more.

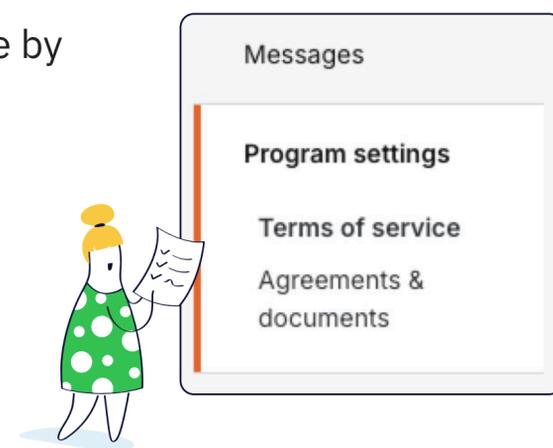
In this section of our partner program guide, we'll walk you through how to set up your PartnerStack account and how to use it to make the most of our partnership.

Review your terms

When you first join our partner program on PartnerStack, you'll be prompted to review and accept our program's terms of service. Once you complete this, you'll be able to access our program information on PartnerStack and begin referring customers.

After you've accepted the terms of services, you can review them at any time by visiting Nutshell's program page from your PartnerStack dashboard, clicking 'Program Settings' in the left-hand sidebar, and selecting 'Terms of Service.'

See [this PartnerStack support article](#) for more information.

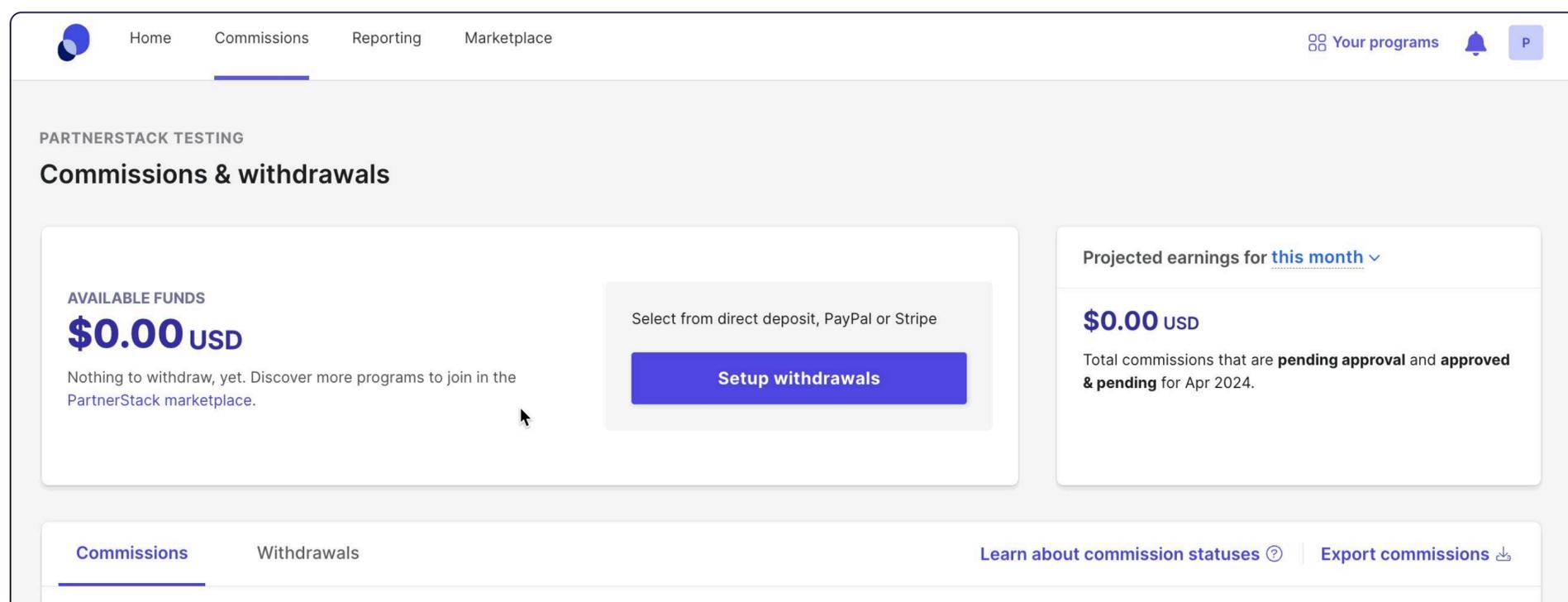


Add your payment information

Another important early step is adding your payment information so that you can withdraw funds once you've earned your first commissions.

To add your payment information, select 'Commissions' in the top menu. Then click "Connect provider" and follow the prompts to add your payment provider details.

PartnerStack supports PayPal, Stripe, and direct deposit as payment options.



If you choose the direct deposit option, you are required to submit a W-9 or W-8 tax form to PartnerStack. US-based entities and individuals must complete a W-9. Non-US entities and individuals must complete a W-8.

To access your tax forms in PartnerStack, click on your company logo or initials in the top right corner of your dashboard and select 'Network Profile.' Then click on the 'Tax Forms' tab.

See [this PartnerStack support article](#) for more information about adding payment information.

See [this PartnerStack support article](#) for more information about tax forms.

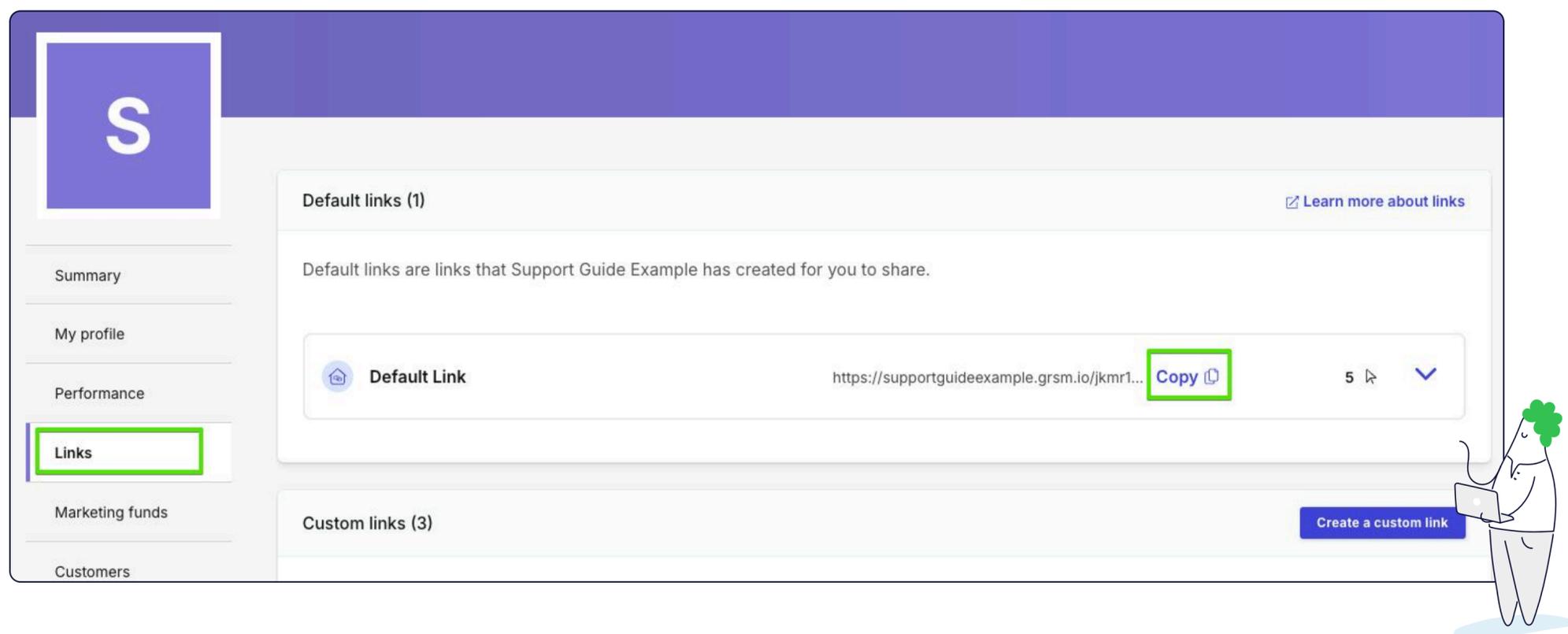
Accessing and sharing links

Tracking links are the links you share with referrals. These links enable us to track the actions your referrals take back to you so you can get credit for them.

You may also hear these links called affiliate links or referral links.

To find your links in PartnerStack, go to our program's 'Links' tab. To get there, first click on Nutshell from your main dashboard. Then, select 'Links' from the sidebar on the left.

On this page, you will see three sections: Default links, custom links, and recommended links.



1. Default links

Default links are ready to use automatically. Browse through the available links in the default links section and click the copy icon to copy a link to your dashboard.

Then, paste this link into your content or share it with a contact to start referring. When a referral who clicked one of your links signs up for a Nutshell account, you will receive credit for the signup.

2. Custom links

You can also create a custom link to any destination on nutshell.com. To get started with this, click the 'Create a custom link' button in the 'Custom links' section.

In the pop-up that appears, enter a title and description for your link.

Then, open the link destination dropdown and select a link. You can select one of the pre-populated URLs in this list or select https://www.nutshell.com/* to create a link to any other page on nutshell.com.

If you select https://www.nutshell.com/*, in the 'Replace * with' section, enter the rest of the URL you want to link to. For example, inputting guided-tours here would create a link to <https://www.nutshell.com/guided-tours>.

In the 'Customize your link' section, you can customize what the URL of your tracking link will look like on your website.

3. Recommended links

The 'Recommended links' section contains links to other popular pages on our website that you may want to link to. To use one of these links, click 'Activate' next to the link. You can then copy and paste the link to share it with your audience.

See [this PartnerStack support article](#) for more information about sharing tracking links.

Accessing resources

We've added various resources to PartnerStack to help you make the most of our partner program. These resources can help you learn more about Nutshell and create content to promote Nutshell and share your affiliate links.

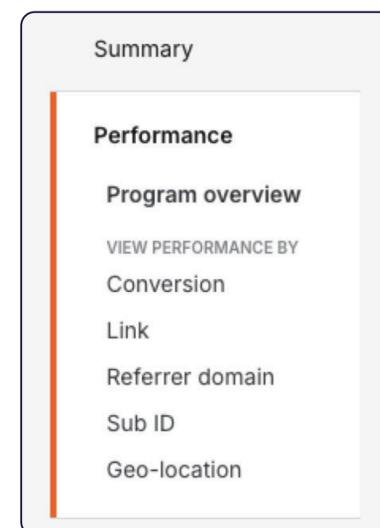
To access these resources, click on Nutshell from your main dashboard. Then, select 'Resources' from the sidebar on the left.

Reporting on your performance

PartnerStack provides reporting that tells you how your links are performing. Using reports, you can see metrics such as how many clicks your links have received, how many of your referrals have signed up for Nutshell, how much you've earned, and more.

You can find reporting on your performance in Nutshell's program by clicking on Nutshell from your main dashboard and then selecting 'Performance' from the sidebar on the left.

See [this PartnerStack support article](#) for more information.



Learn more about using PartnerStack

For more information about how to use PartnerStack, [explore PartnerStack's support center](#) or reach out to PartnerStack's support team.

Section 3: Marketing playbook

In this section, we present practical marketing strategies, including how to create a dedicated landing page to capture referrals from your network. You'll receive guidance on incorporating Nutshell into your content marketing efforts, along with a variety of ideas, templates, and examples to effectively promote Nutshell.

Let's dive in!

1. Create a landing page for word-of-mouth referrals

If you have clients, associates, or others who might be interested in Nutshell, consider creating a straightforward landing page that incorporates your tracking link in a call to action (CTA). Share this landing page link with these clients and associates. Navigate to [Section 4](#) to discover how to talk about Nutshell on your landing page.

The ideal audience to recommend Nutshell to includes:

- ✔ Small to medium-sized business owners seeking an efficient solution to manage customer relationships, sales processes, and marketing efforts
- ✔ Sales managers who require a streamlined tool to track sales, improve sales strategies and monitor their team
- ✔ Customer service teams aiming to enhance customer support and communication
- ✔ Marketing teams that are interested in integrating CRM with marketing tools to manage campaigns more effectively and align sales efforts
- ✔ Professionals in industries where maintaining strong client relationships is crucial
- ✔ Remote or hybrid teams that need a cloud-based CRM to facilitate collaboration and communication among distributed team members

Ready to create your landing page? Check out these tips on how to create a landing page:

- ✔ Craft a clear and compelling headline that conveys the purpose of the landing page
- ✔ Focus on a single CTA to clearly guide visitors on what you want them to do
- ✔ Write concise and persuasive copy explaining why readers need Nutshell
- ✔ Use high-quality images or videos to support your content, but avoid overloading to maintain fast loading times. Make sure your landing page is mobile-friendly

Need more guidance on building your landing page? Check out our [full guide to designing high-converting landing pages](#).

When creating your landing page, it's important to feature your tracking links prominently. Use a tracking link every time you link to Nutshell from the page to ensure you get credit for your referrals. You can add your links in CTAs as well as in the body copy of the page.

See ['How to create and share tracking links'](#) in Section 2 above to learn how to customize the page your tracking links send visitors to.

2. Feature Nutshell in blog posts or pages on your website

A great way to share your tracking link is by incorporating it into your blog content. Blog posts allow you to share valuable information and insights, positioning yourself as an authority in your field. By adding your tracking link within your content about Nutshell, you can effectively lead readers to take the desired action of signing up for Nutshell.

Writing quality content

Ultimately, you want to write quality content that is engaging, builds trust, and communicates your message. Here are some **essential tips for writing good blog posts**:

- **Craft a compelling title:** Grab attention with a compelling title
- **Use a structured format:** Organize your posts with headings and subheadings for easy navigation and to highlight key points
- **Write original copy:** Original content is more engaging and helps build reader trust
- **Check spelling and grammar:** Ensuring accuracy boosts professionalism and credibility and enhances overall readability. Tools like Grammarly can assist with this
- **Choose the right length:** Tailor your post length to the subject and purpose of the blog

For better reference on blog post length:

- Short posts (300 - 600 words): Ideal for quick updates, news or tips
- Medium posts (600 - 1200): Suitable for in-depth content or detailed analyses, maintaining reader engagement
- Long-form posts (1,200+ words): Best for comprehensive guides, case studies, or in-depth topic exploration

Ultimately, prioritize delivering valuable content and clearly conveying your key message, rather than fixating on word count and potentially omitting important information.

SEO Best Practices

Now that we've discussed how to write quality content for your blog posts, let's explore SEO best practices when writing a blog post to enhance visibility and rankings in search engine results:

SEO best practice	Description
Keyword research	Identify relevant keywords using tools like Google Keyword Planner, Ahrefs, or SEMrush
Use identified keywords strategically	Incorporate primary keywords in the title, in headers and throughout your blog naturally. Be cautious not to overdo it
Compelling title tag and meta description	Create a catchy and descriptive title tag including your main keyword. Write a concise meta description, no longer than 160 characters summarizing your post
Internal and external links	Include internal links to related content and external links to authoritative sources
Optimize images	Use relevant images that include descriptive alt text
Regularly update content	Keep your content fresh and update old posts with new information



How to include your tracking link

Incorporate your tracking link when you first mention Nutshell in your blog post. You can also include it again within the body of the post. Finally, consider adding a CTA that includes your tracking link.

Blog post topic ideas incorporating Nutshell

Incorporate your tracking link when you first mention Nutshell in your blog post. You can also include it again within the body of the post. Finally, consider adding a CTA that includes your tracking link.

1. A review of Nutshell for your blog or website

✓ Tips for writing a review blog:

- **Be honest** in your review. Highlight both pros and cons.
- **Be specific** by including details about Nutshell, such as its features and performance.
- **Add images or videos** to enhance your review and provide visual context.
- Consider using a **star rating system** to indicate your overall impression.

✓ Blog breakdown suggestion/ topics to cover:

- **Introduction:** Include a brief introduction about Nutshell.
- **Product overview:** Describe what Nutshell offers, its features and its price.
- **Pros and cons:** List the strengths and mention any weaknesses.
- **Comparison with competitors:** Briefly compare Nutshell to our competitors.
- **Conclusion:** Summarize your overall impression of Nutshell and include your final rating.
- **Call to action:** Provide a CTA that includes your tracking link.

2. Comparison blog post comparing Nutshell to one or more tools

✓ Tips for writing a comparison blog post:

- Select **clear criteria for comparison** of the different CRM tools (e.g., features, packages, price).
- Remain **objective and honest** when conducting the comparison.
- **Organize the post** with sections, tables, and visuals for easy readability.
- Provide a **detailed analysis** and evaluation of each tool.
- **Include visuals** to make the content more engaging.
- Conclude with a **summary** of your key findings.

✓ Blog breakdown suggestion/ topics to cover:

- **Introduction:** Briefly introduce the purpose of the comparison blog.
- **Criteria for comparison:** Explain the criteria you will compare for each tool.
- **Overview:** Provide an overview of the included tools.
- **Feature comparison:** Compare the features of the tools.
- **Prices and packages:** Share the prices and packages for each.
- **Pros and cons:** Share the top pros and cons for each tool.
- **Conclusion:** Conclude with a summary of your findings.
- **Call to action:** Provide a CTA that includes your tracking links.

3. A listicle of top CRMs/sales tools/marketing tools/etc.

✓ Tips for writing a listicle:

- **Select and define a clear topic.** Focus your listicle on a specific subject, such as “Top 10 CRM Tools for SMBs” or “Essential Tools for Small Businesses.”
- **Conduct thorough research** on the elements you plan to include in your list to ensure accuracy and depth.
- Keep a **consistent tone.** While discussing different tools and elements, ensure that your tone remains uniform throughout the article.
- **Incorporate visuals** to prevent the text from becoming too dense, use images, videos, or infographics to keep your readers engaged.

✓ Topic ideas for a listicle touching on CRMs:

- **“Top 10 CRM Tools for Small Businesses”** - Highlight different CRM solutions that are specifically beneficial to small businesses, catering to an audience that may not yet recognize their need for a CRM.
- **“Top 10 CRM Tools for SMEs Today”** - Since Nutshell targets small and medium businesses, this topic can explore various features, pricing and usability of different CRM tools tailored for SMEs.
- **“5 Key CRM Features to Consider”** - Focus on essential CRM features that businesses should prioritize, rather than spotlighting specific CRM products.
- **“10 Common CRM Mistakes and How to Avoid Them”** - List typical pitfalls businesses encounter when using CRMs and provide practical solutions and advice to prevent these issues.

4. Nutshell tutorials

Create blog posts about how to use Nutshell, either in general or to accomplish specific tasks.

✓ Tips for writing a comparison blog post:

- Understand your audience - Are they completely unfamiliar with Nutshell?
- Start with a clear outline that you will cover in the tutorial.
- Break down the tutorial into steps.
- Use enough visuals and not too much text.
- Provide examples and case studies in your tutorial.
- Address FAQs in your tutorial.

✔ Tutorial blog ideas:

- Create tutorials that guide potential clients through Nutshell, providing a general overview. This can help introduce your audience to Nutshell and demonstrate how it might be useful to them.
- You could also create a feature-specific tutorial with step-by-step screenshots. For example, your tutorial could explain how to manage contacts or leads in Nutshell or how to use Nutshell's reporting tools.

5. General sales, marketing, or business blog posts

Write blog posts on various sales, marketing, or business topics, and include a mention of Nutshell with a link for further information. Instead of always starting from scratch, consider updating your existing content to include references to Nutshell.

If you are, however, looking for new content ideas, below are a few suggestions.

✔ Topic ideas for sales, marketing and business posts

- **"The Importance of Customer Retention: Strategies to Keep Your Customers Coming Back"** - Focus on the significance of customer retention in business growth, outlining strategies to improve customer loyalty, such as loyalty programs, excellent customer service, and personalized communication.
- **"The Future of Remote Sales: Tools and Techniques for Success"** - This blog will explore the evolving landscape of remote sales, highlighting essential tools, techniques, and best practices that sales teams can adopt to remain effective in a virtual environment.
- **"How CRMs Facilitate Better Team Collaboration"** - Explore the collaborative features of modern CRM systems that promote teamwork among sales, marketing, and customer support teams, leading to improved communication and better customer outcomes.
- **"Unlocking the Power of Email Marketing: Strategies for Small Businesses"** - This blog post will delve into effective email marketing strategies tailored for small businesses, covering topics like list segmentation, personalized content, automation, and measuring success to help small businesses maximize the impact of their email campaigns.

Need some additional inspiration? Feel free to check out our [blog](#) and [marketing resource page](#) for ideas. (Remember to avoid plagiarism—celebrate your creativity and express your unique voice!)

3. Mention Nutshell in videos

Creating content can take a lot of time, but one benefit is that you can repurpose and adapt it to increase its value, ultimately saving you both time and money.

You can use the blog post you created from any of the proposed topics mentioned above and post it to YouTube or any other social or video platform.

For example, if you've written a blog post about the top 10 CRM tools for small businesses, you can transform it into a video. Consider having a presenter talk through the 10 tools while using engaging visuals and pop-ups to make the video dynamic and captivating.

Once you've created your video, you'll need to incorporate your tracking link to win referrals. Here are a few ideas for including your link:

- Simply add the link in the **video description box** when uploading your video.
- Post your tracking link as a **comment** on your video and pin it to the topic of the comment section for easy access.
- **Use the end screen** of your video to showcase your tracking link. As the video concludes, viewers can click on the link.



And here are a few tips for creating and optimizing your videos:

- **Plan the content** you want to cover by outlining key concepts and structuring your video before you begin filming.
- Use **good lighting**—natural light works wonders for high video quality.
- Invest in a quality microphone for clearer sound; great lighting and audio will enhance your video's professionalism.
- Make your video **engaging by adding visuals and graphics** to keep viewers interested.
- **Optimize your titles and descriptions** with relevant keywords to help viewers understand the content and improve searchability.
- Include a **call to action** in your video that incorporates your tracking link.

4. Create a 'Recommended resources' or 'Partners' page

Consider adding Nutshell to a recommended resources or partners page on your website.

You could, for instance, create a page that lists various software tools you recommend and include Nutshell. You might also create a page that lists companies you partner with, including Nutshell.

This page on our website fulfills a different purpose, but you can use it as an example for the layout and look of a 'partners' page: [Our Partners](#)

On your page, include an overview of Nutshell and a description of our offerings. Make the page visually engaging, and remember to add your tracking link. To find images to use on this page, check the resource tab in PartnerStack.

5. Mention Nutshell in your email newsletter

If you have an email newsletter, consider adding a section about Nutshell or featuring one of your blog posts that discusses Nutshell.

Here are some essential tips for creating an effective email newsletter:

- **Write engaging subject lines:** Create a compelling, catchy, and concise subject line to grab attention and encourage recipients to open your email.
- **Prioritize clarity and conciseness:** Keep your content focused and relevant. Avoid lengthy newsletters to retain reader interest. Use bullet points, headings, and short paragraphs to enhance readability.
- **Use strong calls to action:** Include a clear CTA to guide readers on what to do next after reading your newsletter.
- **Optimize for mobile:** Ensure your newsletter is mobile-friendly, providing a seamless user experience for those reading on their phones.

For more email marketing tips, check out our [Ultimate Email Marketing Checklist](#).

6. Send out a drip campaign about Nutshell

Setting up an email marketing campaign is a great way to nurture your mailing list audience, letting them know more about Nutshell and encouraging them to sign up using your unique tracking link.

Drip campaigns, or drip sequences, are automated email marketing campaigns that offer an effective promotional vehicle. They allow you to deliver a series of emails to your subscribers over time, sending messages at intervals you determine. With this method, your contacts receive targeted emails triggered by actions they take.

For an in-depth explanation, check out our [comprehensive guide to email drip campaigns](#).

The benefits of implementing a Nutshell drip campaign

Promoting your Nutshell partner program tracking links via an email drip sequence can boost your referral success in several ways, including:

- **Increased engagement opportunities:** Every email sent to your audience is an opportunity to engage with them, increasing exposure to Nutshell's features and benefits and your brand.

- **Deeper audience connections:** Your drip campaign will increase audience engagement, allowing you to build rapport and trust with your contacts and customers and strengthen your relationship with them. You can also use personalization to create highly targeted messaging that speaks directly to your audience.
- **Efficient marketing and promotion:** Email is well documented as an effective marketing tool, and with email drip sequences, you get to take advantage of the power of automation and put your Nutshell partner marketing efforts on autopilot.

Drip campaign tips and best practices

How many messages should your drip campaign include? How far apart should you send your drip sequence emails?

These are common questions to ask when planning your campaign. The answers depend on several factors, such as your target audience, buyer journey length, goal, industry, and complexity of information.

For example, a promotional email drip campaign typically includes three to eight emails, each with a specific goal and related CTA. These emails are usually spaced three to four days apart and sent over two to four weeks.

When deciding on how many emails you'd like to send and how often you want to send them, take the following approach:

- Determine how much email content you need to tell the Nutshell story and move your subscribers through your sales funnel.
- Divide that content into smaller messages, each with a specific focus and a clear CTA.
- Set up emails to deliver those smaller messages in a sequence that aligns with your business and audience.

Essential drip campaign design considerations

We recommend keeping the following email marketing design tips in mind as you set up your drip campaign:

- **Ensure the objective is clear:** Limit your messaging to one objective per email—one clear and specific call to action.
- **Uncomplicate your messaging:** Where possible, keep your emails short and easy to read, allowing recipients to scroll through and skim the content easily.
- **Optimize for the best results:** Employ A/B testing techniques to gauge how your audience responds to various email elements, such as your subject line or the placement of your CTA button.
- **Reduce spam reporting:** Provide email recipients with a clear unsubscribe link to ensure your campaign complies with spam and data protection regulations.
- **Include trust signals:** Build trust with your audience by including relevant awards, accolades, and links to customer reviews and testimonials.

Drip campaign example emails

We've compiled three great email drip campaign example emails to help you start your campaign.

Email 1: Introduction to Nutshell

Subject: Discover the ultimate CRM solution for your business!

Hi [Recipient's Name],

Are you looking for a way to streamline your business processes and improve customer relationships? We've recently partnered with Nutshell, a powerful CRM platform that can transform how you manage client interactions.

Why Nutshell?

- **User-friendly interface:** Get started quickly with an intuitive dashboard.
- **Robust features:** From lead management to customer insights—Nutshell has you covered.
- **Seamless integration:** Works with your favorite tools to enhance productivity.

To kick things off, I encourage you to sign up for a free trial and experience the benefits firsthand. Click the link below to get started!

[Start Your Free Trial Now]

Stay tuned for my next email where I'll share success stories from businesses like yours who have made the switch.

Best,

[Your Name]

[Your Company]

[Your Contact Information]

Email 2: Success stories and benefits

Subject: See how Nutshell transformed businesses like yours!

Hi [Recipient's Name],

I hope you had a chance to explore Nutshell after my last email! I wanted to share some inspiring success stories to show you how Nutshell has helped businesses like yours achieve remarkable results.

Case study: [Company Name]

- **Challenge:** Struggled with managing customer data and tracking leads.
- **Solution:** Implemented Nutshell and integrated it with their existing tools.
- **Results:** Increased sales by 25% within three months and improved customer satisfaction rates.

With Nutshell, you too can enhance your customer engagement and drive sales growth. If you haven't signed up for your free trial yet, don't miss out!

[Get Your Free Trial Today]

In my next email, I'll walk you through some of the standout features that make Nutshell a game-changer.

Best,

[Your Name]

[Your Company]

[Your Contact Information]

Email 3: Highlighting key features

Subject: Unlock the full potential of your business with Nutshell

Hi [Recipient's Name],

I hope you're enjoying your exploration of Nutshell! As promised, I want to highlight some of the standout features that make this platform the best choice for managing your customer relationships.

Key Nutshell features:

- ***Effective lead management:*** *Easily monitor and manage leads from initial contact to closing.*
- ***Automated workflows:*** *Save time with automation that handles repetitive tasks for you.*
- ***In-depth analytics and reporting:*** *Gain insights into customer behavior to make informed business decisions.*

These features are designed to enhance your efficiency and help you build stronger relationships with your customers. If you haven't started your free trial yet, now is the perfect time to see these benefits in action!

[Start Your Free Trial Now]

Thank you for considering Nutshell as your CRM solution. I'm here to help if you have any questions or need assistance getting started.

Best,

[Your Name]

[Your Company]

[Your Contact Information]

7. Add your tracking link to emails, forms, or landing pages

Another way to encourage your audience to explore Nutshell is to include your unique tracking link in your emails, web forms, and landing pages. Nutshell partners can create a unique link as described in [Section 2 above](#) and add it to emails, forms, and landing pages they already employ for various campaigns.

Note that this option should only be implemented by partners who use Nutshell’s email marketing, forms, or landing pages tools. You should not include the text and links described below in emails, forms, or landing pages created using other apps.

Email marketing

Nutshell offers email marketing capabilities built into your CRM that you can use to engage, nurture, and build more meaningful relationships with your contacts. You can also use Email marketing to maximize your partnership with Nutshell by including the words “Powered by Nutshell” in your email footer with your unique tracking link to our [Email marketing page](#).

Need some email marketing tips? Read our [complete guide to much better marketing emails](#).



Nutshell Forms

Perhaps you already use [Nutshell Forms](#) to easily add dynamic web forms to your site and capture lead data. Now, you can promote your Nutshell partner program tracking links through the same forms.

Include a snippet of text highlighting a Nutshell Forms benefit, or simply add the phrase “Powered by Nutshell Forms” below forms on your site. Add your unique tracking link and point it to our [Nutshell Forms feature page](#).

Landing pages

If you have landing pages set up through Nutshell, why not use them to promote your Nutshell tracking link and earn a commission for every successful subscription? Here, you can follow the same approach by simply adding the words “Powered by Nutshell” at the bottom of each landing page with a tracking link to our [Landing pages feature page](#).

Find out more about marketing through landing pages in our guide on [how to design a high-converting landing page](#).

8. Post on social media

Social media can be a powerful marketing tool for Nutshell partners, especially if you have an existing audience on your preferred channel. Platforms like LinkedIn, Facebook, Instagram, TikTok, and YouTube offer ideal opportunities to introduce your partnership with Nutshell and share what you love about it.

You may need to tailor your messaging to each platform, as each social channel houses a slightly different audience and preferred messaging format. But it’s best to spread your social campaign efforts across several platforms—those that make the most sense for your business and audience.

Tips for an effective social media marketing strategy

You may decide to post content promoting Nutshell on an ad-hoc basis or create a promotional social media campaign to get the word out to your audience.

Either way, your primary objectives would be to share your experience with Nutshell, explain to your followers why you recommend Nutshell as the ideal CRM solution, and include your tracking link.

Here are a few tips to boost your Nutshell partner social campaign success:

- **Post relevant content regularly:** Create a posting schedule for your partner program campaign and stick to it for the best results. But ensure that your post content relates to the audience on that specific platform and provides them with some value.
- **Engage with your audience:** Take part in the discussion by asking and answering questions, leaving personalized comments, and liking or sharing feedback from your followers.
- **Go live where possible:** If the platform offers the option to go live, consider using an interactive live stream to engage with your audience and get them interested in Nutshell. But remember to plan ahead by writing down some targeted questions and important points and letting your audience know when you'll go live ahead of time.
- **Share existing Nutshell content:** Perhaps you've already created some content for your website and other channels promoting Nutshell. Your social media accounts are the perfect place to share and repurpose your Nutshell-related blog posts, videos, and landing pages.
- **Create eye-catching posts:** Include striking visual elements—images or video—in your posts to make them attractive and gain your audience's attention. You should also include emojis within the text to give them a more social feel.
- **Ensure posts can be found:** Hashtags are an integral social media element that gives the platform's algorithm more context about your post content and allows users to find your posts when they search the platform for specific, relevant topics.

Social media post examples to kick-start your campaign

Although your post content will vary per platform, you can use these unique social media post examples as inspiration for your campaign. Of course, don't forget to include your unique tracking links in your posts as well!

Social post 1: Partnership announcement

🚀 **Exciting News! We've partnered with Nutshell to revolutionize how businesses manage customer relationships.**

🌟 Looking for a seamless CRM solution that boosts productivity and enhances customer interactions? Look no further! Our team swears by Nutshell for its intuitive interface and advanced features. Discover why we're thrilled to be proud Nutshell partners and how this powerful CRM can help you manage leads effectively and boost sales. 📦🌟

[Start a free trial today]

#CRM #Partnership #BusinessSolutions #FreeTrial



Social post 2: Workflow automation showcase

 **Streamline your business operations with automation!** 

At [YOUR COMPANY], we've harnessed the power of workflow automations to drive efficiency and boost sales. Learn how we leverage automation tools with Nutshell to never miss a follow-up opportunity and optimize our sales process.

Discover how automation can transform your workflow and elevate your business performance. Shoutout to Nutshell for enabling us to achieve [INSERT SUCCESS METRICS]!  

[Start your free trial now]

#Automation #Efficiency #CRM #FreeTrial

Social post 3: Speed-to-lead benefits showcase

 **Don't miss out on sales opportunities! Speed up your lead follow-up game with Nutshell!** 

In today's fast-paced business environment, every minute counts when it comes to engaging new prospects. With Nutshell's robust features, you can ensure timely and personalized follow-ups that drive conversions and maximize sales opportunities.

Experience the impact of swift lead responses and seamless communication with Nutshell. Join us in transforming your sales strategy and unlocking [INSERT SUCCESS METRICS].  

[Start your free trial now]

#SpeedToLead #SalesStrategy #CRM #FreeTrial

9. Host a webinar

Hosting a webinar offers an ideal opportunity to connect with your audience and showcase Nutshell's value in a live and interactive setting. Through a webinar, you can highlight how Nutshell addresses your audience's challenges and walk them through actionable solutions, building trust.

Key webinar benefits

Presenting Nutshell's capabilities in webinar format drives home the real-world impact of this CRM solution on contact management, productivity, and, ultimately, business growth. In fact, the benefits of hosting a webinar to promote Nutshell are many and include:

- Building credibility and trust with your audience
- Engaging with your prospects and customers directly
- Highlighting Nutshell's features and benefits in real life
- Encouraging your audience to take action immediately with a direct CTA
- Extending your audience reach when others watch your webinar on demand

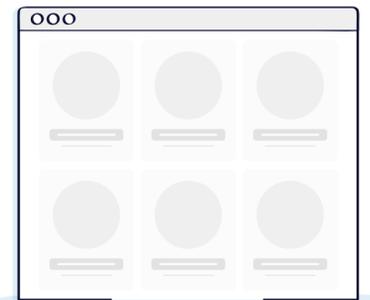
Develop your webinar strategy

You may choose to host a webinar solely focused on Nutshell or simply mention it in a webinar covering a related topic. When introducing Nutshell, frame it as a solution to a particular problem so your audience can see how Nutshell can help them with their business's specific needs.

Include your unique affiliate link in the webinar description and notes section to make it easy for your attendees to take the next step. You can also send a follow-up email after the event to thank attendees, summarize key points covered, and share your Nutshell partner tracking link. It's a great way to keep your webinar and Nutshell top of mind and gives your audience a quick and easy way to sign up for a free Nutshell trial.

Webinar topic idea examples

Need some webinar topic ideas to get the creative juices flowing? Here are a few examples of webinar topics to inspire you.



Webinar topic 1

Streamlining your sales process: Essential tips

This webinar could focus on critical sales process improvements, including lead tracking and nurturing. In it, you can highlight how Nutshell can help manage and automate these areas, turning leads into loyal customers more efficiently.

Webinar topic 2

How to improve team collaboration in remote work environments

With remote work on the rise, this webinar can explore collaboration tools and strategies for distributed teams. It's an excellent vehicle for introducing Nutshell as a CRM that enables seamless communication and project tracking, regardless of team members' locations.

Webinar topic 3

Understanding your customers: The power of data-driven insights

Here, you could discuss the importance of data in influencing positive customer experiences. You can use this to steer the conversation into mentioning how Nutshell provides analytics and reporting tools that give businesses a deeper understanding of customer preferences and behavior, helping them make data-driven decisions.

10. Mention Nutshell in podcast episodes

Partners with an existing podcast can include mentions of Nutshell as a way to introduce their audience to this robust CRM tool. You can promote Nutshell and emphasize its many benefits to listeners, whether mentioning it during a discussion break or focusing on Nutshell as the primary topic of conversation.

Including your unique partner tracking link within the podcast episode description and show notes is always a good idea. That way, listeners can simply click or tap on the link to learn more about Nutshell. But don't forget to mention where listeners can find these links during your podcast and encourage them to use them to find out more.

How your podcast could impact your Nutshell campaign

Podcasts continue to grow in popularity across the globe and now offer marketers a highly effective promotional channel. Leveraging your existing podcast audience could benefit you in the following ways:



- Increasing your reach to listeners who are already engaged and trust your recommendations
- Capitalizing on the relationship you've already built with your listeners, adding credibility to the products and services you recommend
- Offering you the time and space to provide an in-depth explanation of what Nutshell is and how it can enhance efficiency and productivity for your listeners' businesses
- Keeping Nutshell top-of-mind when mentioned regularly in your podcast episodes, increasing the chances of your listeners opting for Nutshell when looking for a solid CRM solution
- Sending listeners directly to Nutshell via your partner program links to ensure you earn a commission when listeners sign up with Nutshell

How to get the most from your Nutshell podcast mentions

Providing an authentic recommendation to your existing, engaged audience sounds simple enough, but there are a few things you can do to ensure you get your message across, such as:

- **Keeping it relevant:** Combine Nutshell mentions with discussions related to CRM, sales, marketing, or overall business growth to ensure listeners interpret your promotion as natural and valuable.
- **Incorporating a clear CTA:** Encourage your listeners to learn more about Nutshell by adding your affiliate link to the podcast description and notes, making it easy for them to take the next step.
- **Emphasizing real-world benefits:** Focus on specific and meaningful Nutshell benefits that will help listeners overcome the obstacles their businesses face.
- **Avoiding a hard sell:** Remember that your podcast is essentially an intimate conversation with an audience who trusts you, so ensure your Nutshell recommendation is sincere and aimed at providing them with value.

Podcast topic and ad examples

Need some inspiration for brainstorming podcast topic ideas or ads you could use to promote Nutshell naturally and authentically? We've got a few you could consider.

Podcast topic 1

Boosting small business sales: Essential tools for growth

Dedicate an episode to discussing various tools that help small businesses scale. Mention Nutshell as a CRM that streamlines sales management, centralizes customer data, and improves team efficiency, with a call to action to try it out using your affiliate link.

Podcast topic 2

Managing customer relationships in a digital world

This episode can cover the importance of maintaining strong customer relationships, especially for small businesses or startups. Introduce Nutshell naturally as a solution that helps companies organize their customer data, personalize communication, and build loyal customer bases.

Short podcast ad:

As a quick ad break, you could say something like:

"This episode is brought to you by Nutshell, a CRM designed for small teams that need big results. If you want to manage leads and improve sales, check out the link in our show notes to try Nutshell free and see the difference for yourself."

Long podcast ad:

For a slightly longer ad break, try the following script. Feel free to make adjustments to better appeal to your audience.

"Hey there, listeners! Are you feeling overwhelmed by managing your sales leads and customer relationships? I've got just the solution for you—Nutshell CRM!

Nutshell is the all-in-one tool that simplifies your sales process, helping you to track leads, manage your sales pipeline, and collaborate with your team effortlessly. Imagine having all your customer data organized and accessible in one place, so you can focus on closing those deals instead of getting lost in spreadsheets!

What I love about Nutshell is how user-friendly it is. You don't need to be a tech wizard to get started. Plus, it's customizable to fit your unique business needs, whether you're a solo entrepreneur or part of a growing team.

So, are you ready to transform the way you manage your sales? Head over to nutshell.com today to start your free trial. Join the thousands of businesses that trust Nutshell CRM to supercharge their sales efforts."

11. Run paid ads

Paid advertising can be incredibly effective for reaching a broader audience and increasing Nutshell referrals. However, you need a proper advertising strategy and budget to ensure it's worth the investment.

As a partner, you could opt to leverage various types of paid ad opportunities to reach new audiences and create interest in Nutshell, such as:

- **Search ads:** These appear when users search for related terms through search engines like Google and Bing.
- **Display ads:** This type of paid ad typically takes the form of a banner on a website or app and can help build awareness around the Nutshell brand.
- **Social ads:** In addition to the social media strategies mentioned in [the section on social media above](#), leveraging the power of PPC ads on platforms like Facebook, LinkedIn, and Instagram can be an effective way to reach targeted audiences.

An effective PPC ad strategy could promote Nutshell-related content, such as blog posts, case studies, or videos. This approach allows you to provide your audience with valuable content that naturally leads them to explore Nutshell further.

Although paid ads can produce great results, they come with upfront costs. Monitoring your ads' performance closely can help you identify opportunities to optimize your ads and budget to avoid overspending.

It's important to note that partners are not permitted to bid on Nutshell-branded keywords (e.g., "Nutshell CRM") per the partner agreement. This restriction helps protect Nutshell's brand while ensuring fair bidding practices.

For more detailed information to help you improve your paid ad campaigns, have a look at our [Google Ads tips and strategies guide](#).

Noteworthy benefits of running paid ads

- **Broader reach:** With paid ads, you can reach an audience beyond your existing contact database, helping you get the message out to more potential customers.
- **Better targeting:** Advanced PPC ad platforms let you stipulate the demographics, interests, and user behaviors of your target market, allowing you to zero in on specific audiences.
- **Easy optimization:** Ad platforms provide several tools to help you track and measure ad engagement and performance, making it easier to identify roadblocks and opportunities and make changes to boost ad success.



PPC ad campaign considerations

- **Set definitive goals:** Establish your ad goals and ensure your ads align with them, whether you want to generate leads, increase brand awareness, or encourage free trial sign-ups.
- **Maximize ad targeting:** Use the platform's targeting tools to refine your ad audience and ensure you connect with people who are likely to benefit from Nutshell.
- **Create quality landing pages:** After clicking on your ad, ensure your target audience is met with relevant, high-quality content to ensure a positive experience and promote conversions.
- **Perform A/B tests:** Create different versions of your ad to test elements such as CTAs, images, and content, ensuring you deliver the best-performing ads to your target audience.
- **Monitor and optimize ads:** Continually track and evaluate your ad performance to pinpoint areas for improvement and optimize your ads for the best results.

Creative paid ad examples

With today's cutting-edge ad platform technology, setting up a PPC ad campaign is relatively straightforward. Determining the ad's focus and message is the hard part—Getting it out to the world is easy.

Looking at a few ad examples could help spark some ad ideas and get your PPC campaign going. Here are some examples of paid ad ideas you can use to get your Nutshell ad campaign off the ground:

Search Ad Example

The best CRM for small business growth. Try Nutshell free today.

World-class automation, lead management, and reporting tools for improved productivity and business revenue.

This type of ad targets users searching for a CRM and encourages them to try Nutshell with a clear, action-oriented CTA.

Social ad on LinkedIn Example

Boost sales efficiency with Nutshell's CRM—Ideal for growing teams!

Find out why Nutshell is the #1 CRM choice for sales team efficiency and success. Start your free trial now!

You could use this text in a social ad with images or video to showcase Nutshell as a solution to streamline sales and foster growth.

Display Ad Example

Manage leads and close more deals with Nutshell! Start your free trial today!

Nutshell gives you all the CRM features you need to nurture leads and boost sales revenue. Sign up for your free trial today!

This text could appear in a banner ad with a relevant, eye-catching image on sales, marketing, and business-focused websites, inviting users to explore Nutshell through a free trial.

Section 4: How to talk about Nutshell

When introducing Nutshell to your audience, you have two main questions to answer. Namely, “What is Nutshell?” and “What makes Nutshell special?”

Use this section as a guide to help you craft a message that answers these questions effectively while still delivering it in your unique brand voice.

What is Nutshell?

Use these descriptions verbatim or as a foundation to introduce Nutshell to your audience.

Short description of Nutshell

Nutshell is a CRM that helps B2B, B2C, and D2C organizations work together to win more deals. Nutshell uses automation, AI, sensible design & powerful add-ons to help organizations take the next action to close more deals and retain more customers.

Alternative short description

Nutshell is the best Next Action Sales B2B CRM that helps organizations work together to win more deals and grow their businesses. Simple enough for any user and sophisticated enough for any business, Nutshell serves thousands of businesses worldwide.

Longer description of Nutshell

Nutshell is an all-in-one CRM with sales, marketing, and engagement features that help B2B organizations work together to win more deals. Simple enough for any user and sophisticated enough for any business, Nutshell is built for teams who are tired of juggling separate sales and marketing tools and don't want to pay a full-time admin to manage their software.

Every Nutshell subscription includes unlimited CRM contacts and data storage, fully customizable reporting tools, free data migration assistance, and world-class live support, all at an extremely affordable price.

Nutshell integrates with the software small businesses already use, including Google Workspace/Gmail, Microsoft Office/Outlook, QuickBooks Online, Intercom, and Slack. Nutshell also offers native iPhone and Android apps, allowing sales reps to create, search, and edit contact information while in the field.

Launched in 2009, Nutshell serves thousands of businesses around the world and has been named a top CRM for both user-friendliness and affordability. Nutshell has been honored as a "Leader" in G2's Grid® Report for CRM every quarter since Fall 2020.

Quick facts about Nutshell

- Launched in 2009
- Based in Ann Arbor, Michigan
- Named a “Leader” in G2’s Grid® Report for CRM every quarter since 2020
- Currently serving 20,000+ users across 5,000+ companies

How is Nutshell different from other CRMs?

Below is a list of unique benefits to choosing Nutshell over other CRMs. Feel free to list all of these benefits or highlight one or two in your messaging.

1. Fast, free implementation

- Nutshell is simple enough to set up without an IT department and manage without a paid admin.
- There are no additional costs for onboarding and training.
- We offer free onboarding data importing assistance so users can get up and running in days, not weeks.

2. World-class live support

- Our global support team provides technical assistance and strategic support via email or live chat from the moment you start your trial.
- Support is available for customers on all plans.
- Live chat and email support are free.
- Scheduled phone support is available for Enterprise customers.

3. No contracts, no surprises

- Pay month to month, and leave at any time. Or get a discount by paying for a year upfront.
- We won't lock you down with multi-year contracts or hold your data hostage (some of our competitors do that).
- Unlimited data storage and unlimited CRM contacts.

4. Nutshell helps you close the deal

- Sales process automation and reminders keep every deal moving forward.
- Personal email sequences remember the follow-up for you.
- “Hot leads” keep major opportunities front-and-center.
- Enhance your CRM with powerful add-ons to gain insight into your website visitors, increase efficiency, and more.

5. Fill your CRM with high-quality leads

- Nutshell and WebFX have joined forces to offer best-in-class digital marketing services.
- When you choose Nutshell, you have the opportunity to partner with WebFX to put their digital marketing experts, cutting edge technology, and proven track record to work for your company.

Nutshell's features

Nutshell includes a wide range of features for sales, marketing, and engagement, including sales automation, contact management, pipeline management, web forms, team collaboration, email marketing, and much more.

For the latest Nutshell feature information, please visit our [features page](#), [pricing page](#), and [product updates page](#).

To learn more about Nutshell and what makes it stand out, check out our [‘Making the Case for Nutshell’ slide deck](#).



Section 5: Brand guidelines

When sharing Nutshell’s logo and other brand assets on your site, these are some brand guidelines to follow. Read our [Nutshell brand guidelines](#) for more detailed information.

Guidelines for using the Nutshell logo

The Nutshell logo consists of the Nutshell “logotype” and the “mark.” Together they form the “logo lockup” pictured below



There are four ways the logo can be displayed:

- **Primary:** The preferred display option. This consists of the full “logo lockup” and is how we brand our company in 90% of our communications. This is the logo best used for introducing our brand and name.
- **Secondary:** The mark is displayed on its own. You can use this in three circumstances
 - When the full logotype will not fit, such as in an icon or avatar
 - As a sign-off, such as in the bottom of a webpage
 - Communications and environments where our brand has already been established
- **Special Use 01:** The mark is separated from the logotype.
- **Special Use 02:** The logotype is used on its own. Reserved for very rare occasions

As a general rule when displaying the Nutshell logo, it is preferable to use the Primary display method.

The Nutshell logo is only ever used in three color palettes, displayed below. In each instance, the mark is displayed in orange unless the background is orange – in such case, the mark is displayed in white for contrast.



Using Nutshell brand colors

- The primary colors of Nutshell are orange and navy. A range of blues supplement and support within the primary palette.
- Think of orange as a highlight—more effective the less it is used. Use orange sparingly and with purpose, never for a long-form text and rarely for overwhelming floods of color.
- White serves as a large foundation, orange brings life, and navy is used for text.
- Avoid deviating from these primary colors or creating arbitrary tints and shades of these core hues

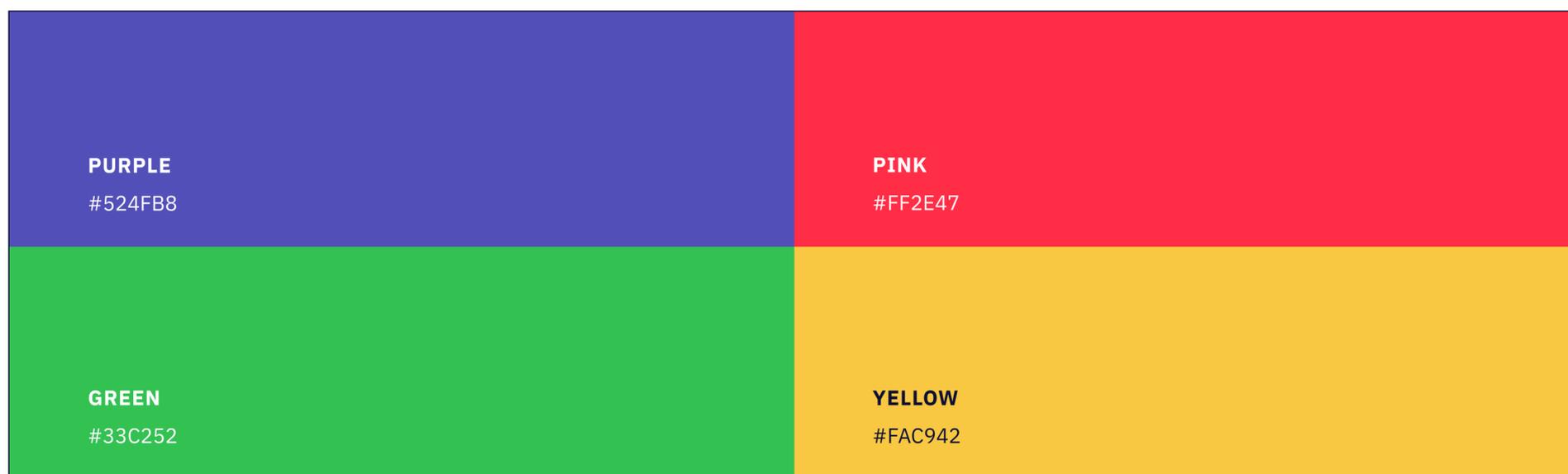
Color codes for Nutshell brand colors: Primary palette

The Nutshell logo consists of the Nutshell “logotype” and the “mark.” Together they form the “logo lockup” pictured below

<p>ORANGE #FE5800 R 255 • G 88 • B 0 C 0 • M 80 • Y 100 • K 0 Pantone PMS 1655 C</p>	<p>NAVY #0D0F33 R 13 • G 15 • B 51 C 96 • M 92 • Y 46 • K 60 Pantone PMS 1655 C</p>	<p>WHITE #FFFFFF R 255 • G 255 • B 255 C 0 • M 0 • Y 0 • K 0 Pantone PMS White C</p>
<p>LIGHT BLUE #F7FAFC R 247 • G 250 • B 252 C 2 • M 0 • Y 0 • K 0 Pantone PMS 656 C</p>	<p>MEDIUM BLUE #D9EDF7 R 217 • G 237 • B 247 C 13 • M 1 • Y 1 • K 0 Pantone PMS 545 C</p>	<p>DARK BLUE #61B2DE R 97 • G 178 • B 222 C 58 • M 14 • Y 2 • K 0 Pantone PMS 542 C</p>

Color codes for Nutshell brand colors: Primary palette

The Nutshell logo consists of the Nutshell “logotype” and the “mark.” Together they form the “logo lockup” pictured below



Capitalization guidelines for Nutshell and our products

- The first letter in “Nutshell” should always be capitalized, except as part of our web address (nutshell.com) or social media handles.
- Nutshell’s product tiers and offerings should be capitalized:
Nutshell Foundation, Nutshell Growth, Nutshell Pro, Nutshell Business, and Nutshell Enterprise
- Companies, People, Leads, and Reports should be capitalized when specifically referring to those features/tabs of the Nutshell app—but not when referring to those terms in a more general sense. Here’s an example:
 - *“Welcome to Nutshell’s new Reports! All your saved reports are here, but now with better visuals and lots more functionality. You can even download presentation-ready charts and share reports with your team.”*

For a more in-depth look at our branding and style guidelines, read our [Nutshell brand guidelines page](#).

Section 6: Additional resources

If you're looking for additional resources, feel free to explore the resources we've added to PartnerStack by navigating to the Nutshell program page within your dashboard and then selecting 'Resources' from the left-hand sidebar. In this resources section, we've added information about how to pitch Nutshell, Nutshell plan and pricing information, image and copy assets, and more. You can also find more resources in the [partner resource hub](#) on our website.



Here are links to a few highlights:

- Our [Making the Case for Nutshell slide deck](#): This slide deck serves as an introduction to Nutshell and what makes us unique and as a guide for how to pitch Nutshell to potential customers.
- A [resource library in Google Drive](#) that contains our logo, product screenshots, and descriptions of Nutshell you can use to inform your copy
- [PartnerStack's support center](#), which has all the information you need to become a PartnerStack expert

We also invite you to check out [our website](#), [YouTube channel](#), and social media profiles to learn more about us and explore our content.

If you have additional questions about using PartnerStack, please reach out to PartnerStack's support team.

If you have questions about Nutshell or our partner program or want to talk about ideas for making the most of our partnership, feel free to send me an email at partners@nutshell.com.

Thanks again for being part of our partner program!