

# WHAT'S THE DIFFERENCE?

<b>AFFILIATES</b>	<b>vs</b>	<b>INFLUENCERS</b>
Drive sales and generate leads through referral links or promo codes	<b>Role</b>	Promote brands and products through content creation and reach
Driving conversions and generating sales	<b>Focus</b>	Building a loyal following and engaging audience
Providing value and incentives to potential buyers	<b>Strengths</b>	Building trust and credibility with followers
Targets specific groups or niche audiences	<b>Audience</b>	Taps into loyal following of engaged fans
Various channels such as websites, email, etc.	<b>Media</b>	Social media, blogs, YouTube, etc.
Created with the intent to drive conversions	<b>Content</b>	Aligned with their personal brand and style
Formal agreement or partnership	<b>Relationship</b>	Work on a per-campaign basis
Adhere to merchant brand guidelines and promotional strategies	<b>Control</b>	Retain creative control over content and promotions
Earn commission on referred sales or conversions	<b>Compensation</b>	Brand collaborations and sponsored content
Conversions, sales, click-through-rates, etc.	<b>Measurement</b>	Reach, engagement, brand awareness, etc.
Generate consistent revenue through ongoing referrals	<b>Impact</b>	Create brand awareness and recognition



**RESPONSORY**

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