



**MG**  
empower.

**MG Community.**

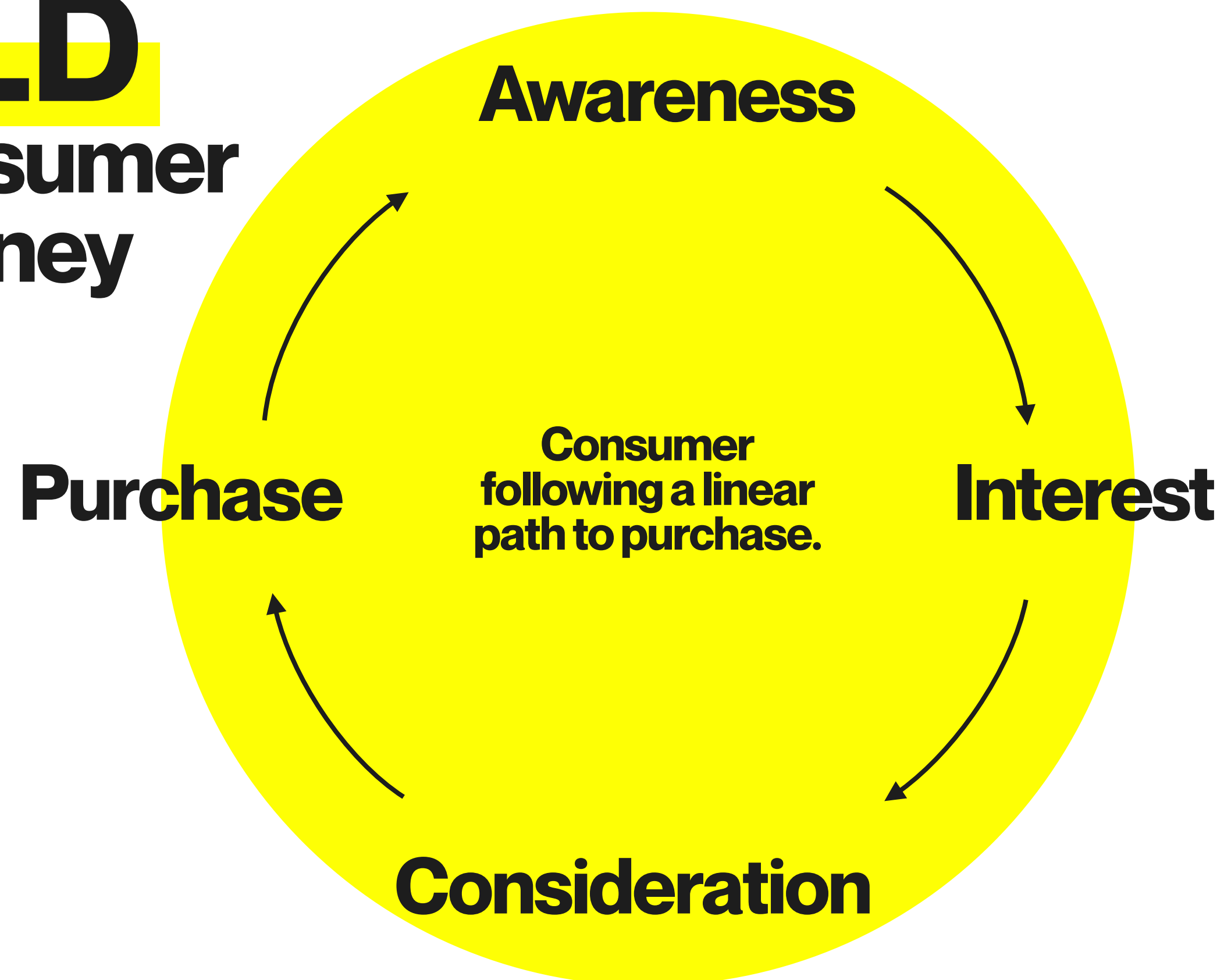
**Your bespoke affiliate community  
programme.**

**#AboveAndBeyond**

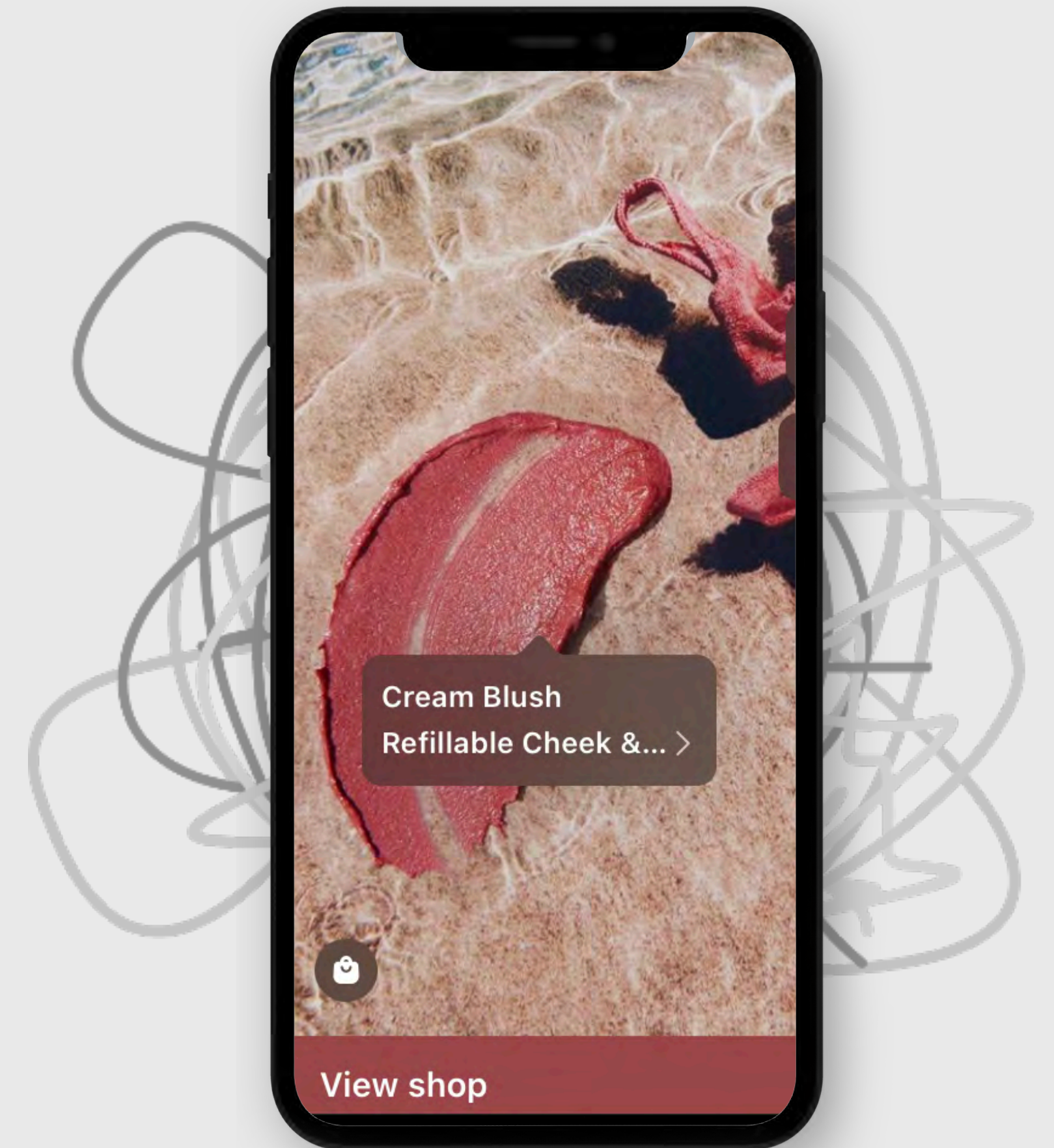


# The path to purchase has changed.

## OLD consumer journey



## NEW consumer journey



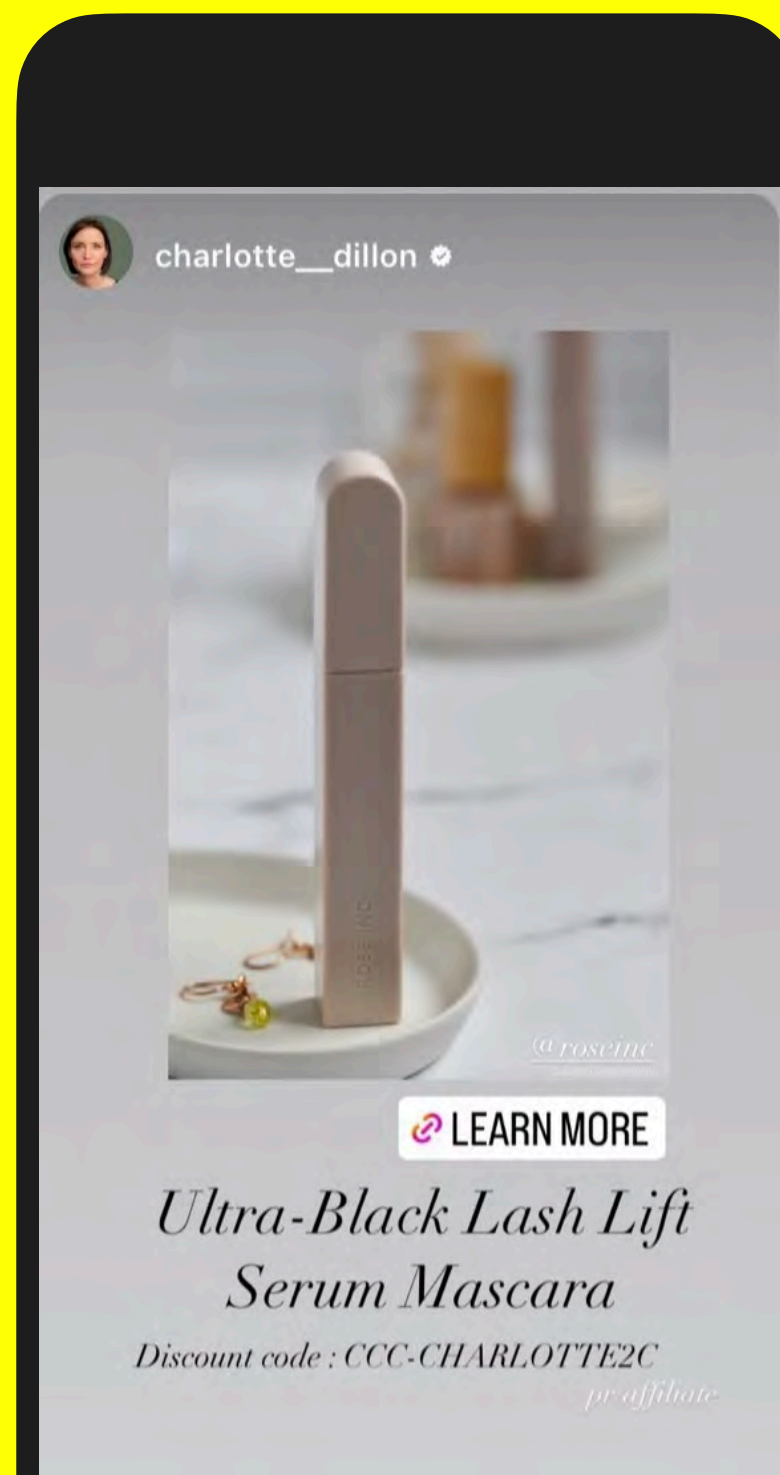
**Consumer looks for instant gratification.**



# Creators influence consumers at all stages.

Purchase motivators have evolved from value-driven to purpose-driven. Today, creators influence is rooted in building credibility and trust with their community. Having 90% of consumers saying authenticity is important when deciding which brands they like and purchase from.

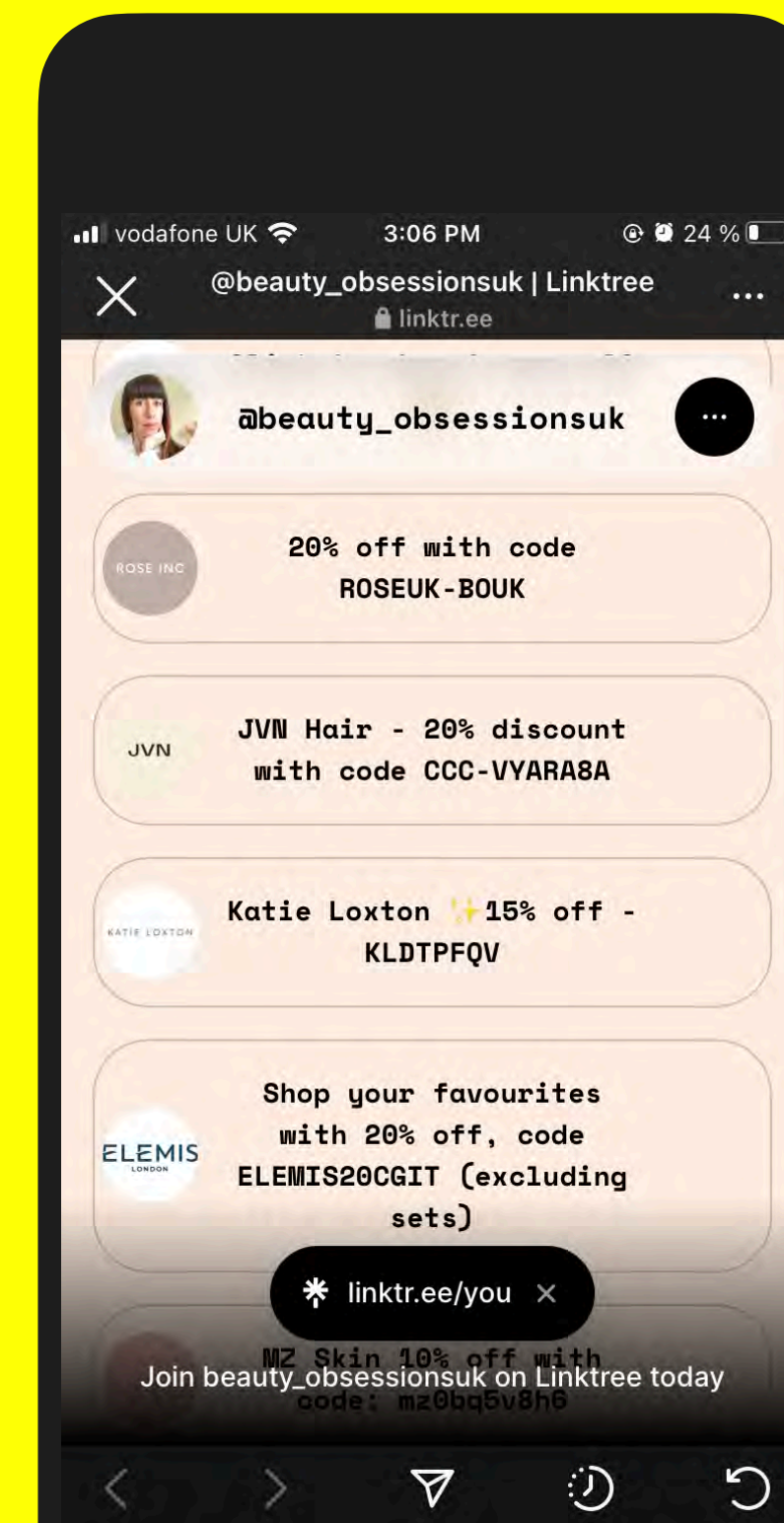
## DISCOVERY.



## RESEARCH.



## CONVERSION.



## ADVOCACY.





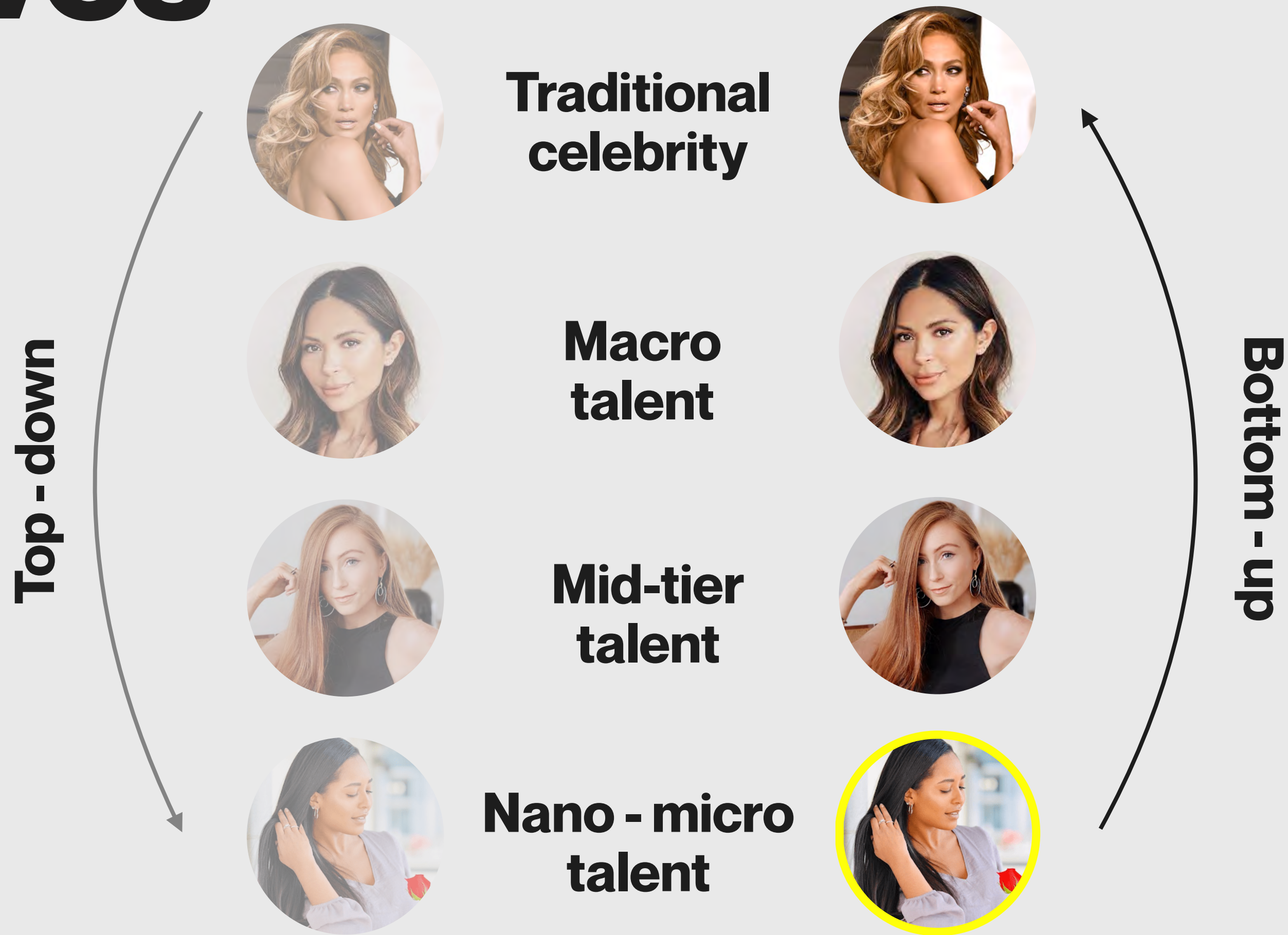
The growing power of **nano and micro influencers.**

# Authenticity drives engagement.

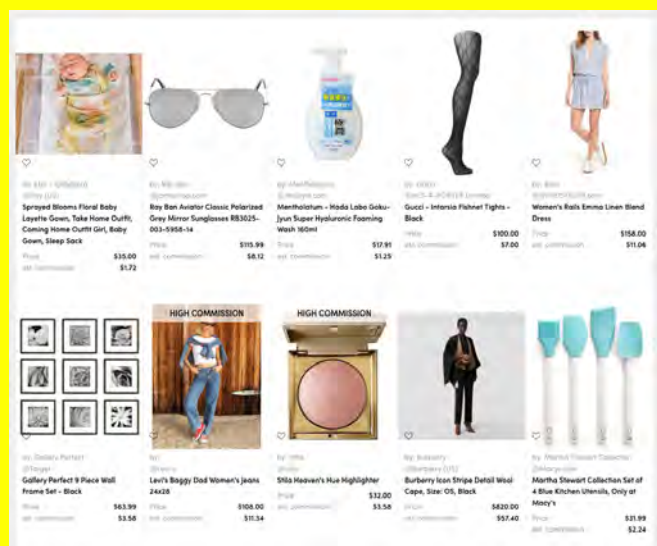
**84%**  
CONSUMERS

say they trust peer recommendations above all other sources of advertising to make a purchase decision.

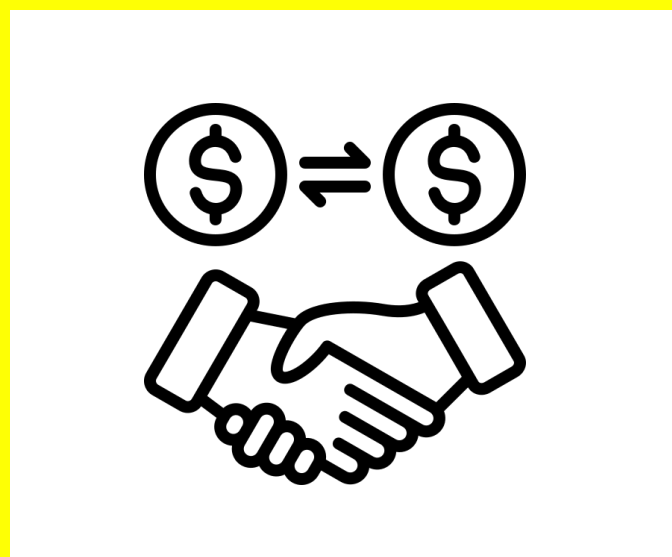
Today's consumer trusts every day peers, friends and neighbours. People **they can relate to** and trust with their recommendations.



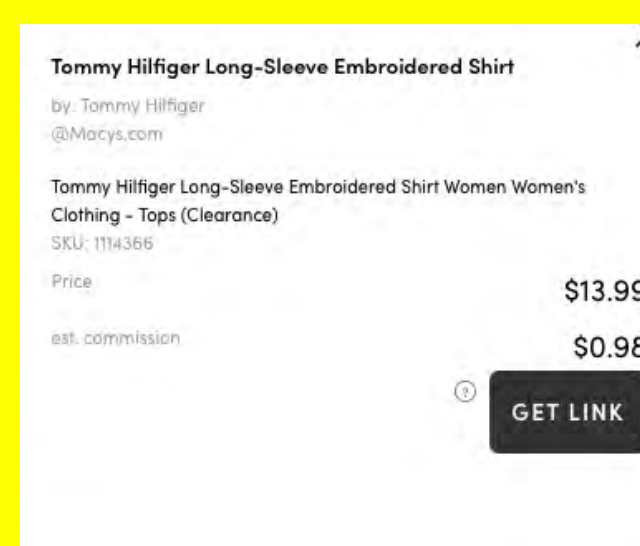
# Traditional affiliate marketing is purely transactional.



An endless catalogue of brands and products to compete against.



“One time off” conversion

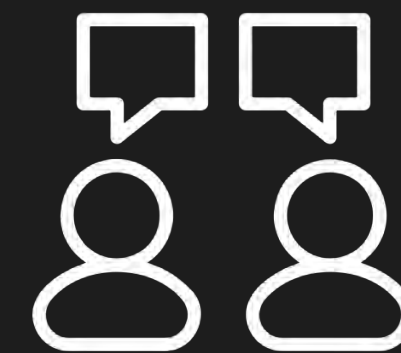


Plain affiliate link creation



Content creation

# This is your brand's opportunity to:



Educate affiliates on your products



Incentivize them to achieve more.



Own the relationships



Build and foster your army of long lasting advocates





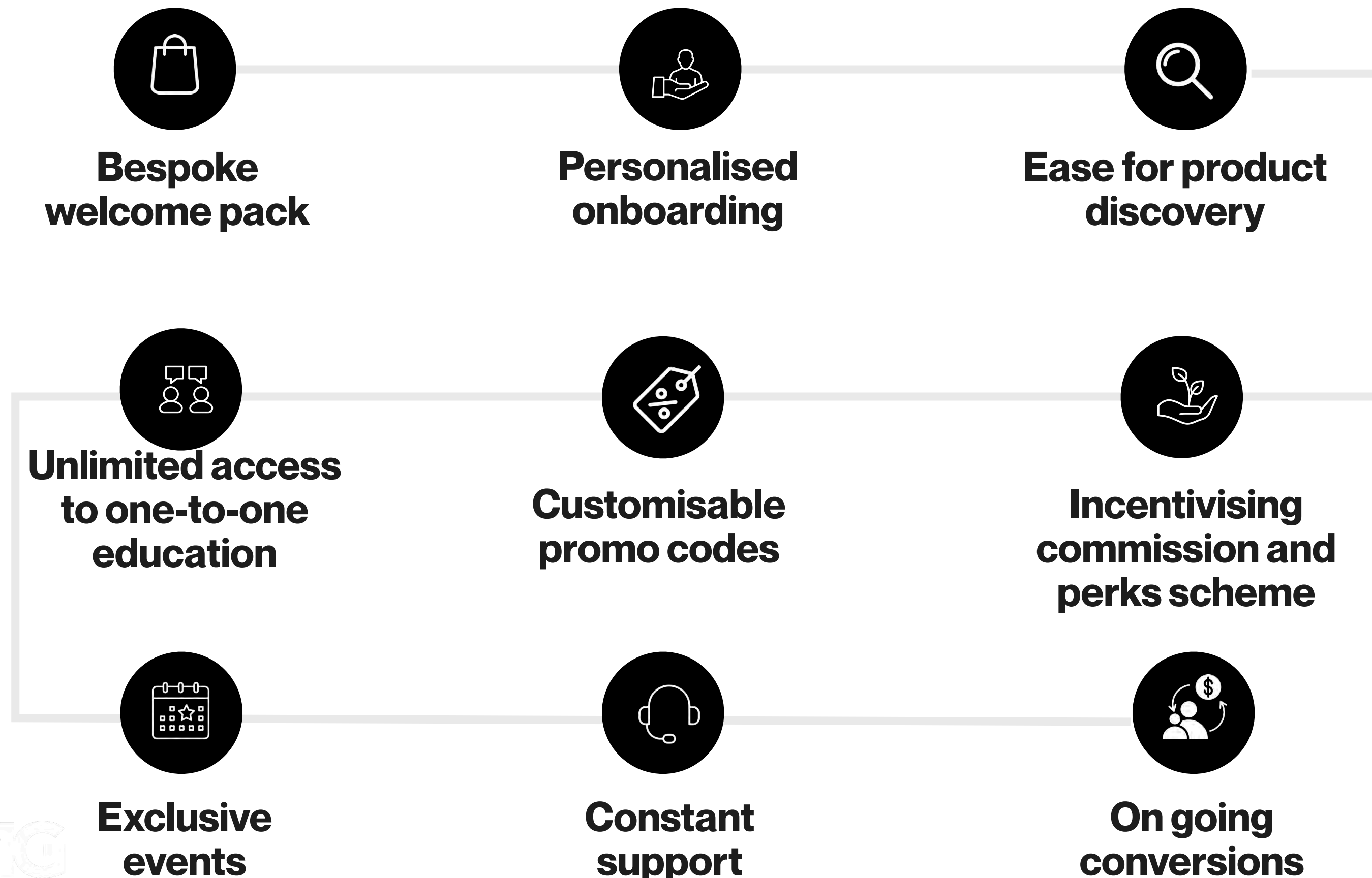
**Introducing**

**MG**  
**Community.**



# A new customer journey fostering community.

**Education** builds **authority and authenticity** in your partners recommendations, leading to higher **conversion rates** and **long lasting advocacy**.



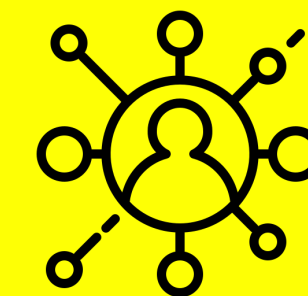
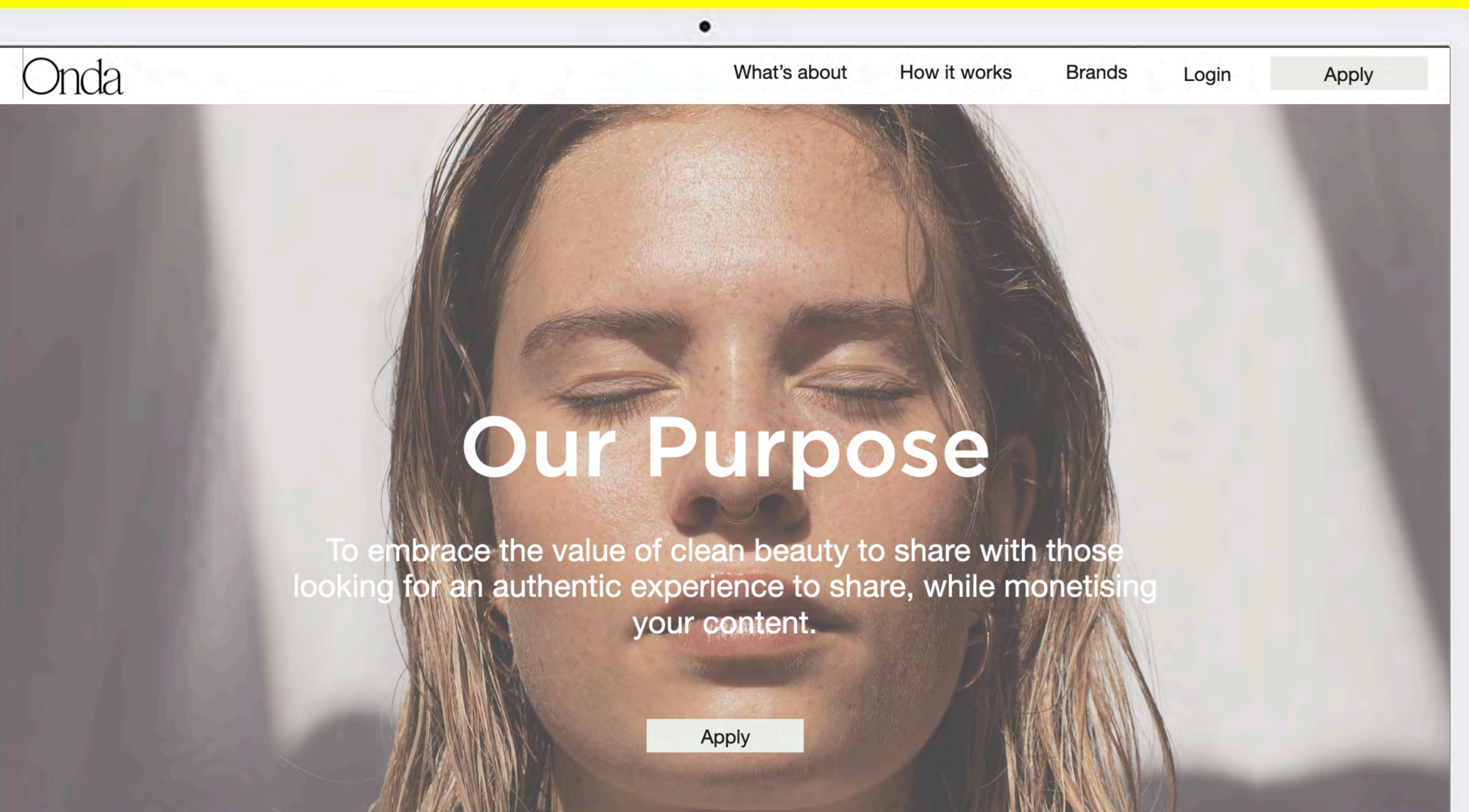
We are  
redefining  
affiliate  
marketing.

No longer just a  
transactional  
model.

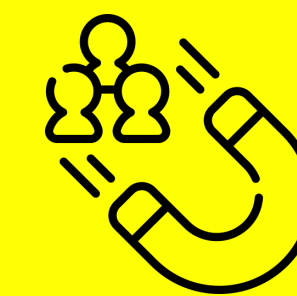


# We are the ultimate Community SaaS solution.

An **end to end service**, empowering brands to unlock the power of affiliate marketing putting community building and education at the heart, **scaling**:



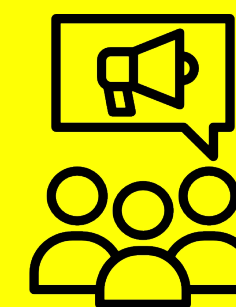
**Cost-effective  
reach.**



**Customer  
acquisition.**



**UGC**



**Brand  
advocacy**



**Zero ad  
spend.**

**MG**  
empower.



# We build your brand's affiliate community.

Turning nano & micro creators into  
long lasting **brand advocates**.

## Our service is fully integrated.

And we'll take care of:

### **Managing.**

Your community  
communications, events  
planning, gamification  
strategies and more.

### **Building.**

The strategy to  
onboard your existing  
creator partners and  
increase your affiliate  
community database.

### **Customising.**

Our technology to  
your brand's needs  
and vision.





MAKING IT YOUR OWN.

# Customisable features.

## Content tracking.

A library of UGC content for your brand to use across your marketing strategy. Spot the best performing content and invite your community to be spotlighted across your channels.

## Community events.

Bring them behind the scenes of your brand to your community partners. Let them get inspired by your brand untold story.

## Analytics dashboard.

A tailored dashboard to your needs, diving deeper into metrics that really matter to your brand's success.

## Gamified tiers.

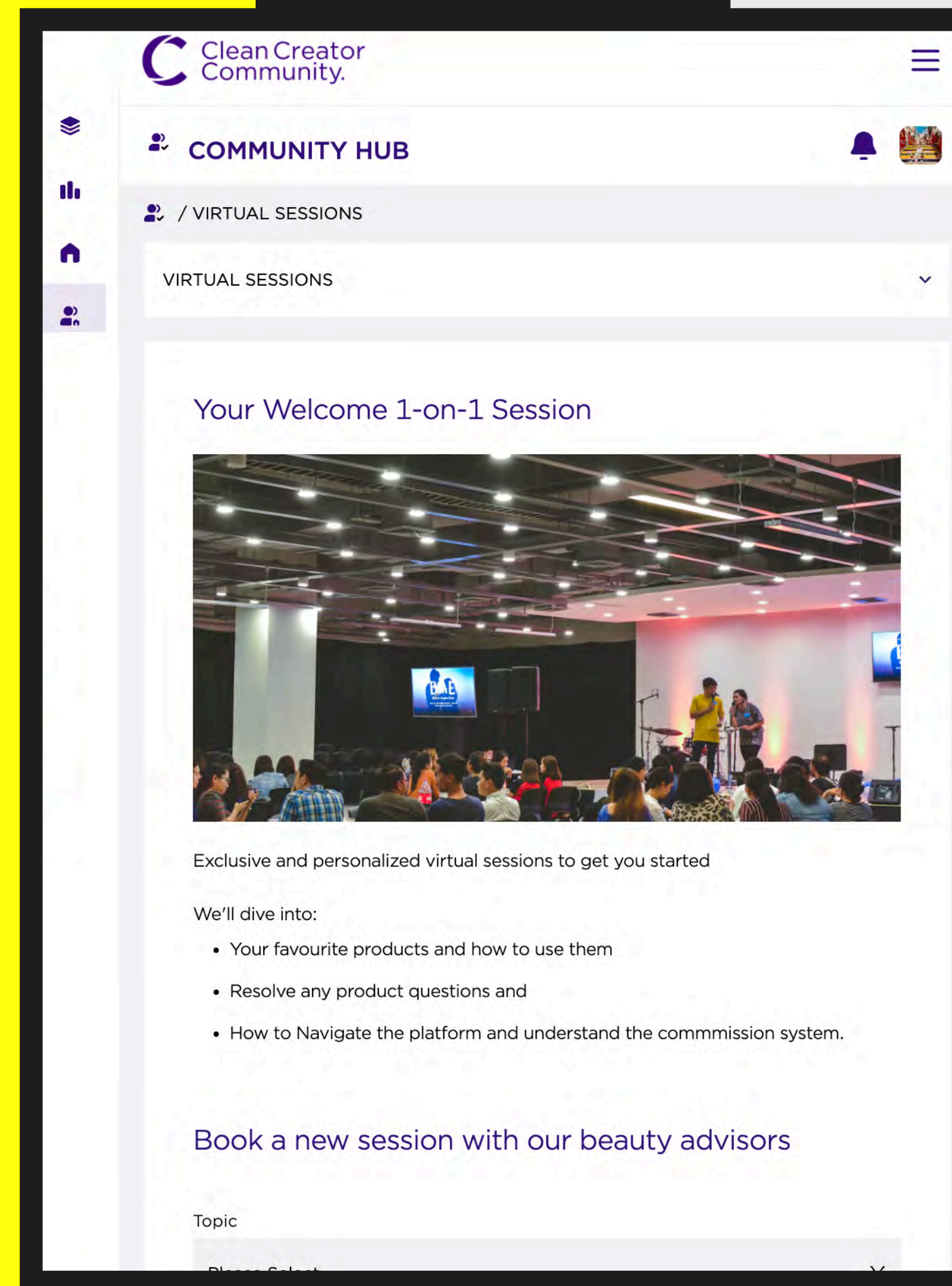
Fostering and inspiring your community with tasks to reach new partnership tiers, and raise their commission and perks.

## Education and expert advice access.

Make your brand experts accessible, to educate and upskill your community building your army of trusted advocates.

## And more!

If you can imagine it, we can make it happen, with our fully bespoke and proprietary technology.





**Ready to  
transform your  
community?  
Let's work  
together.**

**Thank you.**

**[andrea.cortes@mgempower.com](mailto:andrea.cortes@mgempower.com)**

**Request demo**

