



*Become a Wistia*  
**Agency Partner**

 [wistia.com/agencies](https://wistia.com/agencies)

# Well *hello* there!

We created our Agency Partner Program to help agencies grow their businesses and drive incredible results with video. Whether it's honing your video strategy, expanding your services, attracting new clients, or proving results, we're here to help.

Wistia Agency Partners get access to trainings and resources that help them market, sell, and deliver video services. It's like a not-so-secret club for video enthusiasts. As you bring your clients to Wistia, you'll level up in the Agency Partner Tiers. Just like any good club, you'll be recognized and rewarded for your success with additional resources and co-marketing opportunities.

A well-executed video strategy engages your audience, drives more website traffic, converts more leads, and closes more sales. Our Agency Partners use video to achieve these goals for both their clients and themselves. But most importantly, we believe that video makes business more human, and we're so happy that our Agency Partners share this conviction with us.

We hope you join the team! We're excited to partner with you.

Love, *Wistia*

# Why partner with Wistia?



## Expand your services

Increase the size of your client retainers by offering video services.



## Attract new clients

Use our co-branded videos, guides, and sales materials to generate leads and turn them into clients.



## Get training and support

Learn how to implement a video marketing strategy, market and sell video services, and use the Wistia platform.



## Prove results

Learn how to run comprehensive video marketing campaigns for your clients, get all of your data in one place, and prove that ROI.



## Earn rewards

Get benefits for doing outstanding video work and bringing your clients to Wistia through our Agency Tier Program.



## Connect and collaborate

Join our community, share insights, and find your next partner.



## Make business more human

Help your clients build trust and increase engagement with their leads and customers.

# Agency Partner Program Benefits

## To help you market your video services

	All Partners	Bronze	Silver	Gold	Platinum
Right to use the Wistia logo	○	●	○	●	○
Resource center: co-branded videos + guides	○	●	○	●	○
Stock photos	○	●	○	●	○
Training: Video Marketing	○	●	○	●	○
Agency Badge		●	○	●	○
Listing on Wistia		●	○	●	○
Eligibility to publish a Customer Success Story			○	●	○
Eligibility for Agency of the Year award				●	○
Social amplification					○
Eligibility to publish a guest post on Wistia's blog					○

## To help you sell your video services

	All Partners	Bronze	Silver	Gold	Platinum
Resource Center: sales enablement resources	○	●	○	●	○
Comparative data on Wistia, YouTube, and Vimeo	○	●	○	●	○
Training: Market and Sell Video	○	●	○	●	○
Case Studies	○	●	○	●	○
Direct access to Wistia Sales for assistance	○	●	○	●	○
Eligibility to create joint sales resources				●	○
Eligibility to have Wistia speaker at partner event					○
Custom enablement and training opportunities					○

# Agency Partner Program Benefits

To help you deliver your video services	All Partners	Bronze	Silver	Gold	Platinum
Client Dashboard	○	●	○	●	○
Agency community	○	●	○	●	○
Internal agency directory	○	●	○	●	○
Dedicated agency support	○	●	○	●	○
Eligibility to host AMA in Wistia Community		●	○	●	○
Invitation to Wistia Beta Group			○	●	○
Dedicated Customer Success Manager			○	●	○

## Beta Group

The members of this group are the first to know about changes happening in the Wistia product. They get instant notifications on newly added and updated beta features.

## Client Dashboard

The Dashboard allows agencies to easily keep track of their clients on Wistia and their current tier status. The Dashboard shows the monthly recurring revenue and quarterly sales that an agency is responsible for, as well as the breakdown of the accounts that they manage.

## Community

Wistia has a friendly, expansive Community on Slack, which helps us work together, get feedback from each other, and build stronger, more meaningful relationships in real time. Agency Partners have their own channel in which they can share questions and insights with one another.

## Customer Success Manager

Our top-tiered agencies work with dedicated Customer Success Managers to help them and their clients succeed with Wistia.

# Agency Partner Program Benefits

## Customer Success Stories

We feature the success stories of our agencies that are doing incredible work for their clients on Wistia's website, sharing their accomplishments and sending traffic from Wistia.

## Internal Agency Directory

Need to find a videographer? Want to partner with a video production company or marketing agency? This directory allows Agency Partners to connect and work with one another.

## Resource Center

The Resource Center is chock full of materials to help you market your agency and sell Wistia. Download co-branded content created by Wistia to use for your agency's lead generation, and use the sales enablement materials with prospective clients to help you make the case for video and for Wistia.

## Sales

The Wistia Sales team is on hand to work with any Agency Partner looking to set a client up with a Premium account.

## Tiers

Wistia's Agency Tier Program recognizes the top agencies that are both doing outstanding video work for their clients and bringing those clients to Wistia. We look at a combination of criteria when placing agencies into tiers, including monthly recurring revenue (MRR) and account activity. Each tier provides those top agencies with benefits that help them market, sell, and produce video even better than before. And our tiered agencies are all featured on wistia.com—each logo links back to the agency's homepage, sending traffic their way.

## Training

Our "Video Marketing" training will teach you how to use video to boost client results. You'll be a video marketing pro in no time! Our "Market and Sell Video" training will focus on how to package and price your video services, handle common objections, and do consultative sales.

## Frequently Asked Questions

### **What kind of commitment does the program involve?**

All Agency Partners must have their own paid Wistia account (either Pro or Advanced). Each client must be set up with a unique Wistia account that they own, with the agency listed as a Manager. There's no exclusivity obligation to Wistia, but we do ask that you review and sign our terms and conditions before joining the program.

### **Will I be able to get affiliate credit for referrals to Wistia, or resell Wistia without any Wistia branding on it?**

This is not an affiliate program, so we only support agencies that resell Wistia and are actively managing their clients' Wistia accounts. We also want your clients to have full access to our Customer Happiness and Support resources, so we don't allow Wistia to be white labeled.

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## ***Join the club!***

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