

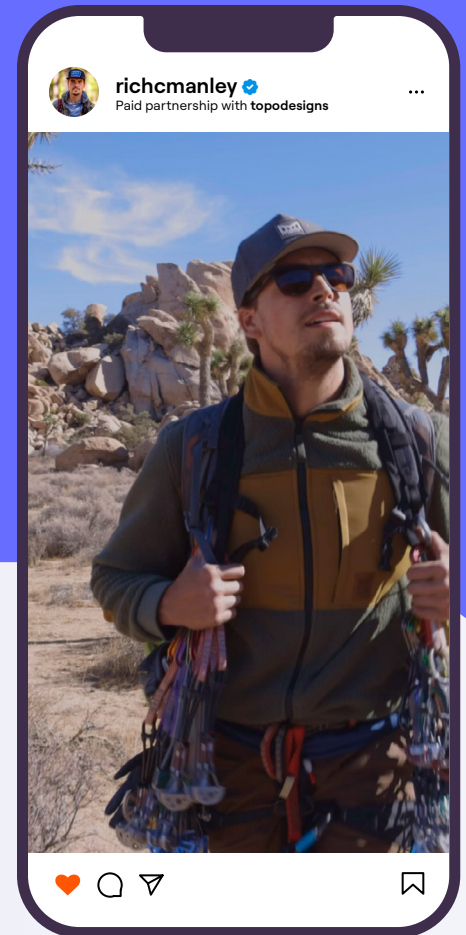
Professional Services:

The secret behind Topo Designs' affiliate program



"We have always set high growth goals, and the GRIN team has been really good about helping us push further. I believe our program has a ton of potential, and I'm looking forward to building it even stronger."

— Rick VanderLeek, Senior Manager Brand Partnerships at Topo Designs



About Topo Designs

Topo Designs is an outdoor lifestyle brand based in Denver, Colorado. Designing the outdoors seamlessly into life, they specialize in versatile and sustainable products built for town to trail.

Why Topo Designs chose GRIN

Topo Designs wanted to launch an influencer marketing program but didn't know where to start. Competing in the crowded outdoor market with a limited budget, they needed a way to increase brand visibility and reach new audiences without stretching their resources too thin. So, they turned to GRIN's Professional Services for help.

In the year since starting Topo Designs' program, the GRIN team has generated:



85+

active affiliate partnerships



2.6K+

conversions



2.9M+

impressions

Case Study

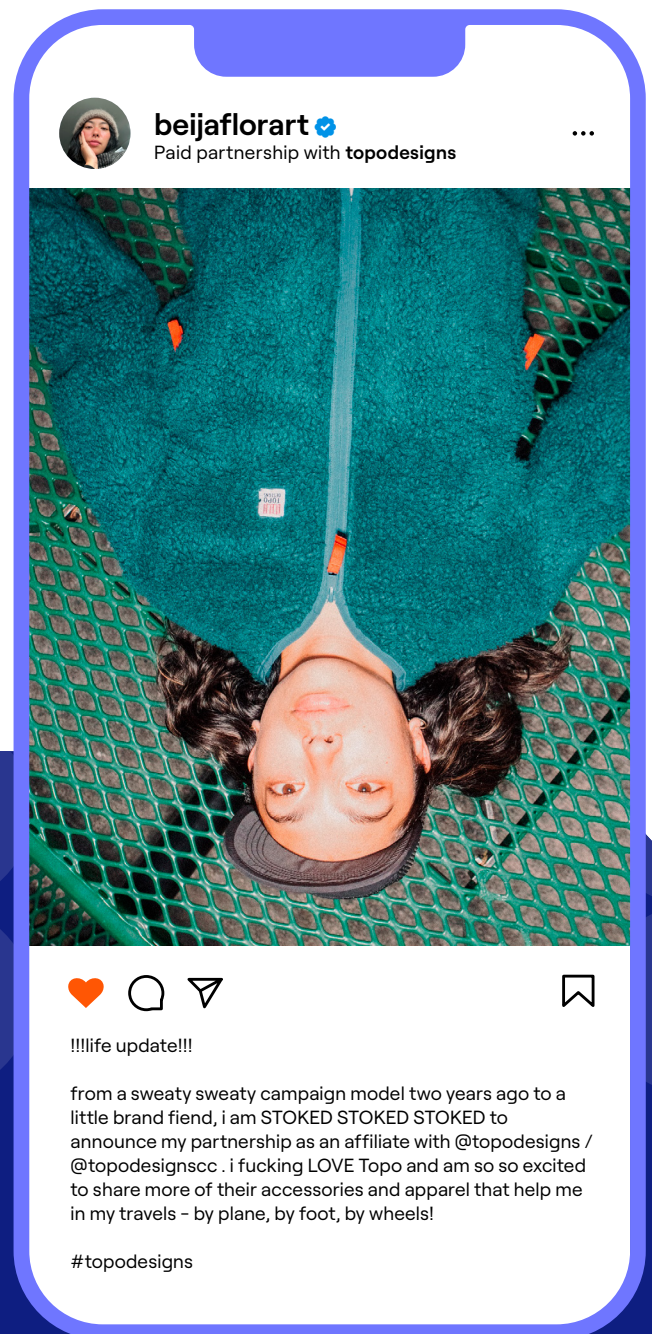
Partnering with Professional Services

GRIN's in-house influencer marketing team aligned on goals and expectations with Senior Manager Brand Partnerships Rick VanderLeek. Then, they got right to work building the affiliate program. The team kept Rick in the loop every step of the way and tapped him in for any key decisions.

One of Rick's favorite features is GRIN's Curated List offering. Each month, the Professional Services team delivers a hand-picked list of creators from which he can choose who he thinks will best represent the brand.

What's next for Topo Designs?

The GRIN Professional Services and the Topo Designs team will strive for even more growth in the year ahead. The primary focus will be expanding the affiliate marketing program and honing in on key partnerships to build relationships with top performers to take Topo Designs' brand awareness and social media presence to the next level.



"I get really excited and carve out time to go through each new Curated List. It's a great opportunity to assess who is going to embrace Topo and move us forward."

— Rick VanderLeek, Senior Manager Brand Partnerships at Topo Designs