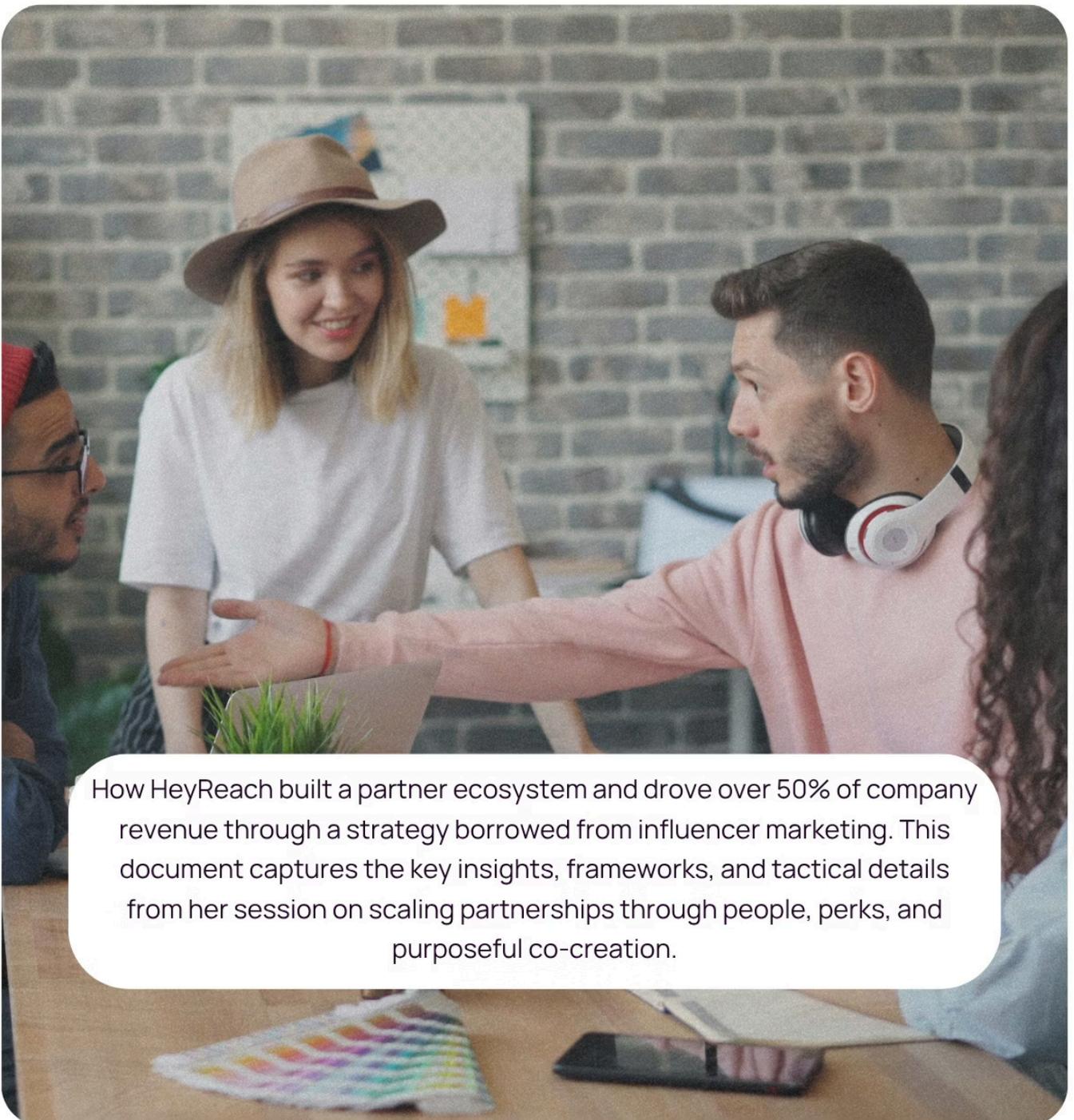




How Did **Partnerships** Help HeyReach **Amass \$10M in ARR** in **29 Months?**



How HeyReach built a partner ecosystem and drove over 50% of company revenue through a strategy borrowed from influencer marketing. This document captures the key insights, frameworks, and tactical details from her session on scaling partnerships through people, perks, and purposeful co-creation.

What's Inside This Guide

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What You Will Learn

This guide gives partnership leaders a practical view of how to move beyond traditional programs and build an ecosystem that actually drives growth.

- Understand why traditional partner programs often fail to gain traction—and how competing for partner attention changes your entire strategy
- Learn how to turn power users into revenue-driving partners by building on existing signals instead of starting from scratch
- Discover how to design a partner experience that prioritizes co-creation, trust, and long-term engagement over rigid structures
- See how focusing on inputs (experience, support, relationships) leads to stronger and more consistent revenue outcomes
- Explore how events, co-marketing, and expert-led content turn relationships into real pipeline
- Learn how to build a creator layer that develops future partners and strengthens your ecosystem over time

These insights will help you rethink how partnerships work—so you can build a model that grows naturally, scales sustainably, and delivers real business impact.

Meet Your Expert Guide

Bojana Petkovic

Head of Partnerships at [HeyReach](#)

With a background in digital and influencer marketing, Bojana has built her career around one core idea: people drive growth better than systems do.

At HeyReach, she applied that same thinking to partnerships. Instead of building a traditional partner program, she focused on creating an ecosystem of experts and creators who actively contribute to revenue, content, and distribution. That approach helped HeyReach reach **\$10M in ARR in just 29 months**, with partnerships driving over **50% of total growth**.

Her work today sits at the intersection of partnerships, community, and creator-led growth—bringing structure where needed, but always keeping people at the center.



Ecosystem Led-Growth

Building a network of experts and creators who co-sell, co-create, and drive over 50% of company growth

Creator & Experts Program

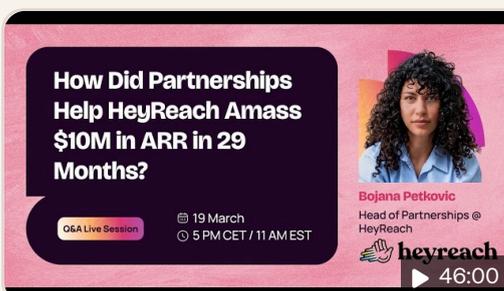
Designing layered partner models that turn engaged users into long-term revenue drivers

Partnership Experience Design

Focusing on partner experience, co-creation, and real relationships to drive sustainable engagement

Bojana recently joined us for a live Q&A where she shared how HeyReach built its ecosystem from the ground up—what they chose to ignore from the traditional partner playbook, and how they turned partnerships into a meaningful growth engine. Her approach is practical, people-first, and grounded in what actually works at scale.

Watch the Complete Session



YouTube

Q&A Live: How Did #partnerships Help HeyReach Amass...

How do you go from a traditional partner program... to an ecosystem that drives over 50% of your growth? In this session,...

The Core Challenge: Competing for Attention

When HeyReach began thinking about launching a partner program, Bojana identified a problem that most companies overlook entirely. HeyReach's users were already active in partner programs from competing and complementary tools – Instantly, Smart Lead, Clay, and others. Launching yet another traditional partner program wouldn't just mean competing with rivals for market share; it would mean competing for the scarcest resource of all: **the time, focus, and energy of the partners themselves.**

This realization forced a fundamental rethink. Rather than building a conventional program with tiers, commissions, and dashboards, Bojana asked a different question: *What would make our partners feel like co-creators, not contractors?* The answer shaped everything that followed.

Traditional Partner Program

- Competes for partner attention
- Standardized tiers and commissions
- Program-first, partner-second
- Focuses on outputs and revenue attribution

HeyReach Ecosystem Approach

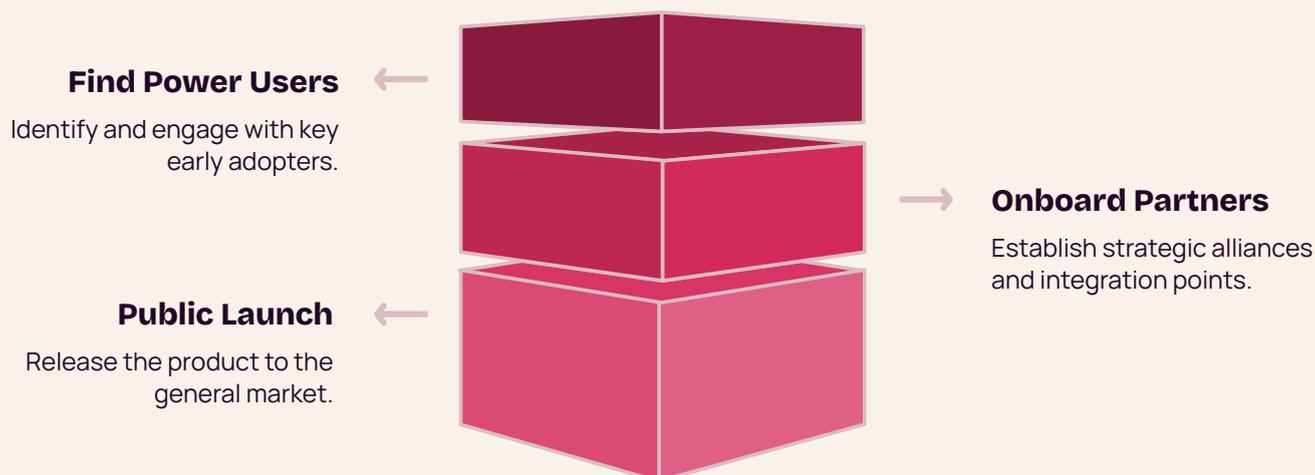
- Designed around partner experience
- Co-created structure and perks
- Partner-first, program-second
- Focuses on inputs and partner growth

The Influencer Marketing Playbook, Applied to Partnerships

Bojana's background in digital marketing and influencer strategy gave her a unique lens. In influencer marketing, the standard approach is to start with big, well-known names – not because they drive the most direct conversions, but because **they create social proof and FOMO that attracts other influencers**. If a famous creator is working with your brand, others become curious and want in.

She applied this exact logic to HeyReach's ecosystem. The team scanned their existing user base for the most prominent LinkedIn profiles in the GTM space. Fortunately, many of these high-profile users were already power users of the product – organically posting about campaigns, results, and workflows. These became the foundation of the first cohort.

The first 19 partners were elevated to "Premium Partners" and given a white-glove experience: manual onboarding, premium assets, and – critically – a genuine seat at the table. HeyReach co-created the revenue structure, merch ideas, and event formats *with* these partners, not for them. The goal was to make them feel like founding members of something meaningful, not participants in a vendor program.



When the HeyReach Expert Program officially launched in August – paired with the launch of the Workspaces feature – the waiting list exploded. The big names had done their job: they drove interest, credibility, and demand from the broader community of potential partners.

Revenue & Vibes: A Two-KPI Framework

One of the most memorable frameworks Bojana shared came from a leader who ran partnerships at Clay: "In partnerships, you have two types of KPIs – revenue and vibes." Revenue is trackable through referrals and attribution. Vibes are not – but they are real, and they matter enormously.

"Today I received a LinkedIn message from a big creator. His first sentence was: 'Guys, you're everywhere – whenever I open my LinkedIn, you're there.' This is a metric. You cannot measure it, but it is a metric."

– Bojana Petkovic, HeyReach

This philosophy underpins HeyReach's entire approach to partnership management. Rather than obsessing over output metrics like engagement rates or post counts, the team focuses on **inputs** – the quality of the experience they create for experts and creators. Inputs include things like: providing Loom video walkthroughs of successful campaigns for content inspiration, never requiring branded content or rigid briefs, and maintaining regular check-in calls that double as value assessment sessions.

Bojana learned this the hard way. In the second batch of experts, she removed the welcome onboarding call, assuming the automated process was sufficient. The result was a measurable drop in both content output and revenue – a direct demonstration that a single input change can cascade into significant output consequences.



Revenue KPIs

Referral tracking, deal attribution, and revenue tied to expert-sourced clients. Measurable but incomplete – they miss the full picture of partner contribution.



Vibe KPIs

Brand visibility, inbound interest, community buzz, and the feeling of omnipresence. Hard to quantify but deeply real – and often the leading indicator of revenue.



Input Focus

Smooth onboarding calls, organic content assets, Loom tutorials, Slack community support, and co-marketing activities tailored to each expert's business stage.

Partner Perks: Beyond Commissions

When asked what perks HeyReach offers beyond standard commissions and bonuses, Bojana outlined a multi-dimensional value proposition designed around what experts and creators actually care about: **authority, growth, and visibility** – not just revenue share.



Early Feature Access

Experts are the first to learn about and share new HeyReach features, positioning them as thought leaders and go-to voices in the GTM community.



Co-Selling Introductions

When large clients come to HeyReach, experts are introduced as potential service providers. The client gets expert guidance, the expert gets a client, and HeyReach reduces churn. A genuine win-win-win.



Events & Speaking Opportunities

Experts are invited to speak at conferences and co-organized events – not necessarily about HeyReach, but about their own expertise and campaigns, using HeyReach as the tool of demonstration.



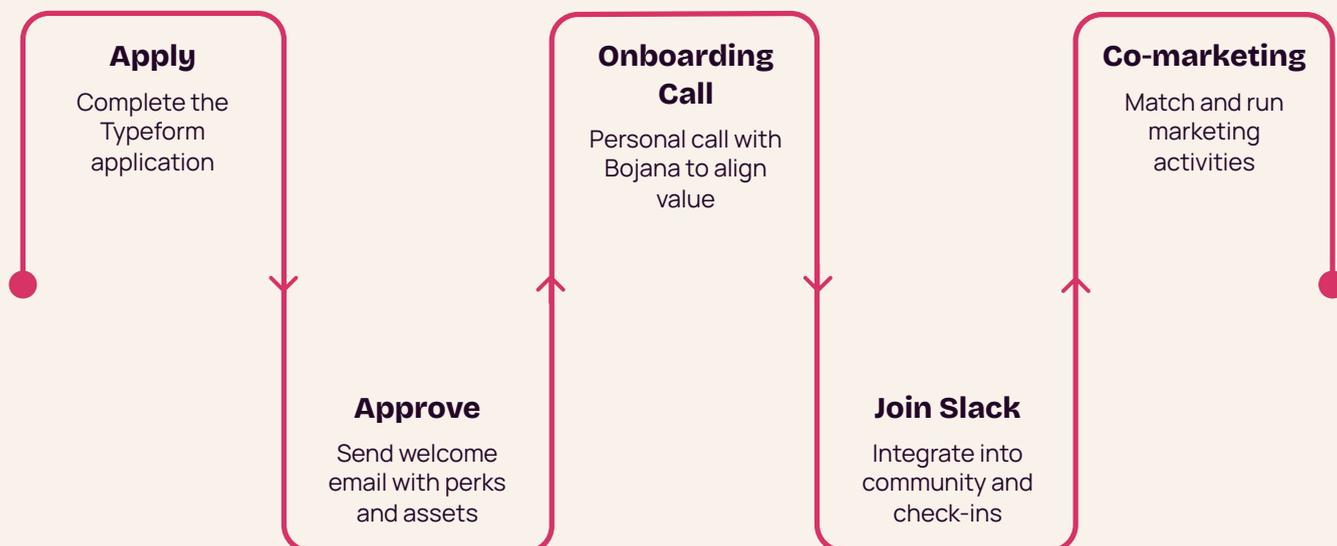
Co-Marketing & Webinars

HeyReach sponsors and co-organizes standalone events and webinars where experts can attract potential clients, demonstrate workflows, and build their own brand – with HeyReach providing organizational support.

The underlying philosophy: **"Our experts are heroes. HeyReach is just here to help them shine."** The company provides the stage; the experts own the spotlight.

The Onboarding Process: Step by Step

HeyReach's onboarding process has evolved from fully manual to a hybrid of automation and high-touch human interaction. The system is now structured around two distinct tracks – Experts and Creators – each with tailored sequences and timelines.



The onboarding call – which Bojana briefly removed and quickly reinstated after seeing a drop in performance – serves a dual purpose. First, it establishes genuine trust between the expert and the HeyReach team. Second, it functions as a **value assessment session**: Bojana uses it to understand the expert's agency model, their client industries, how they generate leads, and where they are in their business journey. This intelligence then shapes which co-marketing activities, events, and webinars will be most relevant for that specific expert.

Expert Program

Onboarded monthly (now quarterly). Requires established audience and proven track record. Full white-glove experience with personalized co-marketing support.

Creator Program

Onboarded more frequently – as soon as applications are reviewed. Designed for HeyReach users who are actively sharing content and building their audience, but not yet at expert-level reach. Focused on education and growth acceleration.

Long-Term Engagement: Help Partners Grow Their Business

One of the most counterintuitive insights from the session: HeyReach does not focus on "partner engagement" as a metric. Engagement is an output. Instead, the team focuses entirely on the input: **how can we help our experts grow their own businesses?**

In the GTM space, this is especially powerful. When an expert's client base grows, HeyReach's user base grows with it. The incentives are perfectly aligned. Regular check-in calls are used not to ask "are you posting enough?" but to ask "where is your business right now, and how can we support you?" The answer to that question then shapes the co-marketing calendar, the event invitations, and the webinar topics for that expert.

"Engagement is an output. How engaged they are is a function of how much time we invest in paying attention to their needs."

— Ignacio, summarizing Bojana's framework

1 Understand Their Business Stage

Regular check-in calls reveal where each expert is in their growth journey — early-stage agency, scaling, or established. This context drives every support decision.

2 Course-Correct Co-Marketing Activities

Based on business stage, HeyReach adjusts which events, webinars, and co-selling opportunities to offer each expert — making support feel personalized, not generic.

3 Grow Their Business, Grow HeyReach

When experts win more clients and close bigger deals, HeyReach grows automatically. Partner success and company success are the same thing — not competing priorities.

Events as Ecosystem Fuel

After attending a conference in San Francisco, Bojana noticed something striking: Clay, Instantly, Smart Lead, HeyReach, and Surfy all share a significant overlap in their partner communities. The same experts appear across multiple ecosystems. Rather than treating this as a competitive threat, she saw it as a massive opportunity for **co-organized, non-branded community events**.

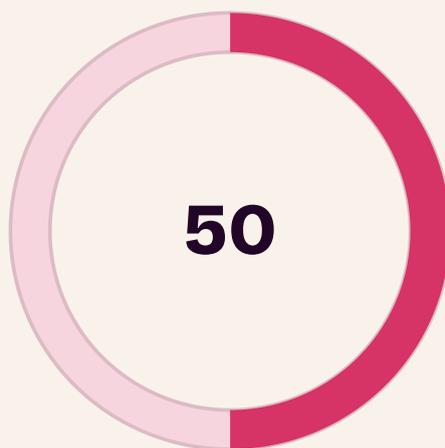
The inspiration came from Clay's decentralized "Clay Clubs" model – community-organized gatherings where a host selects a topic, typically demonstrating a workflow in Clay, and the natural extension is to export that workflow into tools like HeyReach or Instantly to show an end-to-end outbound sequence. This format is perfectly suited for multi-brand collaboration.

HeyReach's first major co-organized event was in Berlin in July 2025, partnered with HubSpot, Clay, and Twain. The results: **215 attendees, 50 people on the waiting list, and deals still closing months later** from people who first heard about HeyReach at that event. The key insight: these are not branded HeyReach events. They are expert-led events where HeyReach provides organizational support and co-sponsors alongside complementary tools.



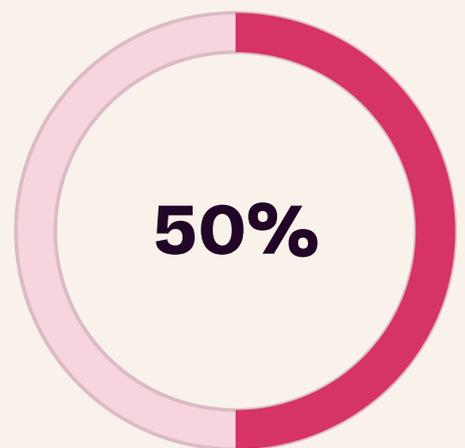
Berlin Event Attendees

First co-organized event with HubSpot, Clay, and Twain in July 2025.



Waiting List

People on the waiting list who couldn't attend – demonstrating demand beyond capacity.



Revenue Driven

Ecosystem activities now drive over 50% of HeyReach's total revenue growth.

Live events outperform webinars for direct conversion. Webinars, however, remain valuable for feature announcements, workflow demonstrations, roundtables, and Q&As. Both formats serve different purposes and are used strategically depending on the goal – and both are always positioned around the expert, not the brand.

The Creator Layer: Building Tomorrow's Experts

As the Expert Program's waiting list grew, Bojana noticed a pattern: many applicants had the right energy and intent — they were already sharing content, posting campaign results, and engaging with the HeyReach community — but their audience size and deal-closing track record weren't yet at expert level. Rather than rejecting them, she asked: **why not help them get there?**

This insight gave birth to the Creator Program — a distinct layer beneath the Expert tier, designed for HeyReach power users who are actively building their audience and positioning themselves as GTM practitioners. Creators have different needs: they want reach, they want to learn how to build authority online, and they want a pathway to eventually becoming experts.

What Creators Get

- Content frameworks and text skeletons from HeyReach's own personal brand playbook
- Guidance on building authority through sharing wins and actionable tips
- A structured pathway toward Expert status
- Community support and co-creation during the beta stage

Why It Works

- Built on an existing signal — creators were already posting organically
- HeyReach's own team used the same playbook to build significant follower counts
- Helps creators reach their goal (audience growth) while HeyReach gains organic reach
- Creates a pipeline of future experts from within the community

The Creator Program was built on top of something that was already working — not invented from scratch. HeyReach's internal team had developed a proven playbook for building personal brands through authentic storytelling, sharing wins, and providing actionable field expertise. Giving creators access to those exact frameworks meant the program launched with a tested foundation, not a hypothesis.



Closing Principles: What Every Partnership Leader Should Know

Bojana closed the session with a set of hard-won principles that apply far beyond HeyReach — to any partnership, expert, or creator program at any stage of growth.

Test Before You Scale

Always run a beta cohort of 10–15 partners before scaling. They will be forgiving of mistakes, and the beta stage is the ideal moment for co-creation. The pressure to scale from C-level and revenue teams is real — resist it long enough to get the foundation right.

Don't Become a Servant to Internal Teams

Revenue wants revenue. Marketing wants impressions. Sales wants clients. Success teams want retention. Partnership teams can easily become servants to all of these competing demands — and in doing so, lose sight of what actually matters: the needs of the partners themselves.

Partner Needs Come First — Everything Else Follows

When you prioritize the inputs — the experience, the support, the co-creation — the outputs (revenue, engagement, content, referrals) follow naturally and consistently. This is not idealism; it is the mechanism that drove HeyReach to \$10M ARR in 29 days.

Build on Existing Signals

HeyReach didn't invent partner behavior — they structured and amplified what was already happening. Power users were already posting. Creators were already sharing. The program gave shape and support to organic momentum, not a cold start.



Optimize Your Partner Program with Kiflo

You've read all the insights on how HeyReach managed to build a full partner ecosystem. Now, see how Kiflo helps partner teams **measure, scale, and optimize** that impact across every motion: from onboarding to revenue.

What You'll See in our Demo



Track and Measure Revenue

Gain full visibility into partner-sourced and influenced deals to understand your ecosystem's true impact.



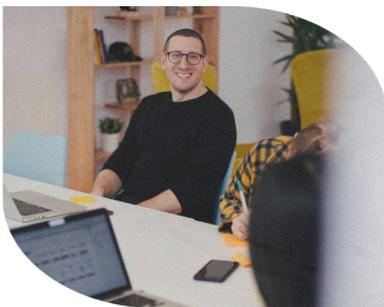
Empower and Engage Partners

Collaborate seamlessly through partner portals, deal registration, and real-time performance dashboards.



Automate and Integrate Everything

Sync partner data with your CRM and streamline enablement, payouts, and reporting, all from one platform.



Ready to build stronger partnerships?

Book a demo and experience how Kiflo can scale your partner program.

[Book Your Demo →](#)

