



Lamphills' Syndication Partner Evaluation Template

Before choosing syndicate partners, systematically evaluate potential syndication partners based on key criteria. This will keep you aligned with your content syndication goals. There are two templates below, the first is a fill-in-the-bracket guide while the second one illustrates the information you're to fill in the first one.

Partner Information

- **Partner Name:**
- **Contact Person:**
- **Contact Email/Phone:**
- **Website URL:**
- **Industry:**

Evaluation Criteria

1. Audience Alignment

- **Description:** Assess how well the partner's audience matches your target demographic.
 - **Target Demographic Match:** Does the partner's audience demographics align with your target market (e.g., industry, job roles, company size)?
 - **Content Interest Alignment:** Does the type of content the partner typically shares align with the interests and needs of your target audience?
 - **Geographic Alignment:** Is the partner's audience located in the regions you are targeting?
 - **Scoring (1-5):** Rate the overall alignment of the partner's audience with your target demographic.

2. Engagement Metrics

- **Description:** Evaluate the level of audience engagement on the partner's platform.

- **Average Likes per Post:**
- **Average Shares per Post:**
- **Average Comments per Post:**
- **Engagement Rate Calculation:** (Total engagements (likes, shares, comments) / Total followers) * 100
- **Scoring (1-5):** Rate the partner's engagement levels based on the data.

3. Credibility

- **Description:** Assess the partner's reputation and credibility within the industry.
 - **Reputation:** Are they considered a thought leader or reputable source in the industry?
 - **Content Quality:** Is the content they syndicate of high quality and trustworthy?
 - **Peer Reviews:** What do other industry peers say about them?
 - **Scoring (1-5):** Rate the partner's credibility and reputation.

4. Reach

- **Description:** Determine the size and scope of the partner's audience.
 - **Total Audience Size:** Number of followers/subscribers/readers.
 - **Traffic Statistics:** Monthly website visitors, unique visitors, page views (if available).
 - **Social Media Reach:** Number of followers on social media platforms.
 - **Email Newsletter Reach:** Number of email subscribers (if applicable).
 - **Scoring (1-5):** Rate the overall reach of the partner.

5. Cost Efficiency

- **Description:** Evaluate the cost-effectiveness of partnering with this syndication partner.
 - **Cost Per Engagement:** Total cost / Total engagements (likes, shares, comments).
 - **Cost Per Lead:** Total cost / Number of leads generated.
 - **Cost Per Thousand Impressions (CPM):** Total cost / (Total impressions / 1000).
 - **Scoring (1-5):** Rate the partner's cost efficiency.

6. Partner Responsiveness and Support

- **Description:** Assess the ease of communication and support provided by the partner.
 - **Communication Speed:** How quickly do they respond to inquiries?
 - **Support Quality:** Are they helpful and supportive in addressing your needs?
 - **Flexibility:** Are they willing to adjust terms or provide customized solutions?
 - **Scoring (1-5):** Rate the partner's responsiveness and support quality.

Overall Scoring and Decision

- **Total Score:** Sum of all individual scores.

- **Recommendation:** Based on the total score and qualitative assessment, provide a recommendation on whether to proceed with the partnership.
 - **Yes/No:**
 - **Additional Comments:**

Example Filled Template

Partner Name: Lamphills PR Corporation

Contact Person: Stanley Green

Contact Email/Phone: Lamphills@example.com / (123) 456-7890

Website URL: www.lamphillsprcop.com

Industry: PR

Evaluation Criteria:

1. Audience Alignment

- **Target Demographic Match:** Yes, they align with our target market in the PR sector.
- **Content Interest Alignment:** Yes, their content matches the interests of our target audience.
- **Geographic Alignment:** Yes, primarily North America.
- **Scoring (1-5):** 5

2. Engagement Metrics

- **Average Likes per Post:** 500
- **Average Shares per Post:** 200
- **Average Comments per Post:** 100
- **Engagement Rate Calculation:** $(500 + 200 + 100) / 100,000 \text{ followers} * 100 = 0.8\%$
- **Scoring (1-5):** 4

3. Credibility

- **Reputation:** Highly regarded in the PR industry.
- **Content Quality:** High-quality and trustworthy content.
- **Peer Reviews:** Positive feedback from industry peers.
- **Scoring (1-5):** 5

4. Reach

- **Total Audience Size:** 100,000 followers/subscribers.
- **Traffic Statistics:** 500,000 monthly website visitors.
- **Social Media Reach:** 150,000 social media followers.

- **Email Newsletter Reach:** 70,000 email subscribers.
- **Scoring (1-5):** 5

5. Cost Efficiency

- **Cost Per Engagement:** $\$1000 / 800 = \1.25
- **Cost Per Lead:** $\$1000 / 50 \text{ leads} = \20
- **Cost Per Thousand Impressions (CPM):** $\$1000 / (500,000 / 1000) = \2
- **Scoring (1-5):** 4

6. Partner Responsiveness and Support

- **Communication Speed:** Responds within 24 hours.
- **Support Quality:** Very helpful and supportive.
- **Flexibility:** Willing to provide customized solutions.
- **Scoring (1-5):** 5

Overall Scoring and Decision:

- **Total Score:** 28 out of 30
- **Recommendation:** Yes
- **Additional Comments:** Excellent fit for our content syndication strategy. Highly recommended