

# A Referral Partner Case Study



## Power of Partnership

At Berkeley Life, we're on a mission to expand Nitric Oxide awareness for total health while empowering new and growing voices in the industry. We invite you to join us and experience the health and business benefits of Nitric Oxide.

As a Berkeley Life partner, you have the opportunity to effortlessly integrate Nitric Oxide into your daily routine and reap its incredible benefits for your brand, business and patient's total health!

## The Case

In Q4 of 2021, a prominent functional medicine influencer featured a Berkeley Life thought leader on her podcast. The interview explored the significance of Nitric Oxide for overall health, aiming to deepen the audience's understanding of this essential molecule. Berkeley Life's thought leader shed light on Berkeley Life's effective Nitric Oxide supplementation, providing valuable information without losing focus on education.

After the podcast, the host shared in her private Facebook group of 10,000 members about the opportunity to purchase Berkeley Life products online using her unique practitioner code. Berkeley Life also provided the host with 60-second product plugs to use throughout her podcast. In 12 months, the influencer yielded almost \$16,000 in revenue from affiliate purchases. The host continues to recommend Berkeley Life during one-on-one client consultations.



## Benefits to Providers

### 1. Improves patient outcomes

Adding Berkeley Life products to patient protocols improves their outcomes

### 2. Increased visibility & reach

Interact with new audiences and further expand your reach

### 3. Expand business + bring life changing benefits

Partnering with Berkeley Life can further professional reputation while benefiting the total health of your patients

### 4. Regular revenue payments

Providers receive 30% referral revenue paid monthly



## Case at a Glance

### Success Metrics

- 8,030+ followers
- approx. \$16,000 in affiliate revenue in 2022
- approx. 0.9% of followers are purchasing

### Promotion Stats

- 1 x 60-minute Podcast interview topic Nitric Oxide
- 1 x Facebook post in her private group of 10,000 members
- Daily 1-on-1 client consultations
- 60-second product plug script from Berkeley Life