

Launching an Affiliate

Marketing Program:

A Checklist

- Create your customer profiles.
- Analyze your competitors' affiliate programs:
 - How do they recruit affiliates?
 - What is the commission structure?
 - What is the commission amount?
- Conduct research.
 - Identify a list of relevant affiliates.
 - Determine the ideal number of affiliates.
 - Set up a goal for the amount of target revenue per affiliate.
 - Choose a suitable commission structure:
 - Pay-per-click
 - Pay-per-sale
 - Pay-per-lead
 - Determine the commission amount:
 - Fixed
 - Percentage
- Set up your budget:
 - Amount needed to recruit new affiliates
 - Amount for paying affiliates
- Select an affiliate program management platform.
 - Or research affiliate recruitment agencies.
- Formalize the payment terms in writing:
 - Minimum amount for payout
 - Payment cycle (e.g., net 30)
 - Payment methods
- Finalize any other affiliate agreements and policies.
- Create a shareable folder with relevant assets for affiliates, including logos, brand guides, images, etc.
- Reach out to a shortlist of affiliates and invite them to join.
- Build an "Affiliate Program" page on your Shopify site.
- Announce the launch of your affiliate program in your marketing materials:
 - Social media
 - Blog
 - Email newsletter
- Submit your affiliate program to different affiliate directories.
- Onboard your affiliates.
- Send regular (bi-weekly or monthly) updates to all affiliates with new promotions, content suggestions, tips on increasing conversions, etc.
- Consistently track clicks, conversions, and sales driven by your affiliate program.
- Keep your affiliates happy via:
 - Prizes
 - Incentives
 - Competitions