



Affiliate Program Promotion & Recruitment Checklist

So you've got your affiliate program set up. Now's the time to start promoting your program and recruiting new affiliates

☐ Promotion Ideas

- **Publish Attractive Conversion Rates:** If you have a great conversion rate through affiliate traffic, make sure to publish it. If affiliates know your product converts readily, they will be more likely to promote your product.
- **Publish Attractive Earnings Per Click Info:** For example, If your average affiliate earns \$2.23 per click share this valuable information.
- **Publish Attractive Average Earnings Per Sale Info:** If your affiliates earn a pretty decent average commission on each sale (for example, if your average sale is \$120 per sale and your affiliate gets \$60 for each one), that is valuable information for your potential affiliate.
- **Offer Performance-Based Incentives:** Offer increased commissions for affiliates who perform according to specific standards.
- **Offer Training:** If there are plenty of popular sites in your niche, but many of the site owners aren't quite sure how to market affiliate products, offer them special group training so they can start earning from their websites.
- **Payment Frequency:** If you pay your affiliates more frequently, it can be an attractive option. Monthly payment is standard, but consider bi-weekly or weekly.
- **Be Available:** Make sure it's clear to affiliates there is always someone to contact when they need help.
- **Offer Custom Promotions:** Banners and ads are not a one-size-fits-all thing. Make sure your affiliates know they can contact you and get help for customized promotions.

□ Recruitment Tips

- **Put a Link in Your Site Navigation:** Make sure there is a link to your affiliate program on every page of your website. Affiliate program etiquette suggests the link is subtle and is placed inconspicuously (on the bottom of the page, for example). You don't want your affiliates to send traffic to your site and have their referrals presented with a huge promotion to join your affiliate program. You want to make sure that their referrals are focused on buying the product, so your affiliate can earn the commission.
- **Invite Your Customers:** Some software programs automatically sign your customers up to your affiliate program. If this process isn't automated, always invite your customers to your program. After all, it's easy to recommend a product they have already tried and like.
- **Connect with Site Owners Targeting Your Market:** Whether it's on Twitter, Facebook, face-to-face or on a forum, get to know sites in your niche. The more people you know, the easier it is to get those people on board with your program.
- **Pay-Per-Click and Advertising:** Test out advertising options and track where your affiliates are coming from. For pay-per-click advertising, target keyword phrases like "[your niche or product] affiliate program". Set up retargeting campaigns in Facebook for affiliates who have visited your JV page or affiliate center before.
- **Contact Potential Affiliates Directly:** Sometimes the personal touch is what's needed. You can email potential affiliates, but phoning or even snail mail might produce better results.

Find Potential Affiliates by:

- Find sites that rank well for important keywords in Google
- Find sites that similar, but not exactly competing products
- Search for those with a big social media following

Tips for First Contact:

- Get to know the potential affiliate's website. Understand who their audience is and try to discern what would attract the affiliate the most (for example: high commissions, good conversion, the assurance of a good product and customer service, etc.).

- Offer a complimentary product/sample, etc. Assure your potential affiliate that you have a good product, by allowing them to try it first.
- Make suggestions on promotions that you think would be most effective for your potential affiliate. Go the extra mile to show you've done your homework and have good ideas for the site owner to earn some commissions.
- Know your numbers. Make sure you know your conversion rates, average commission per sale and other metrics as they may ask.