

# Creating & Managing Your Affiliate Channel

~ 30-Point Checklist ~



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### **About Coalition Marketing**



Coalition Marketing believes in the power of putting partnerships first. The founder, Dustin Howes, developed the gift of network marketing over the last 10 years in the affiliate marketing industry.

While researching programs in the industry, Dustin recognized that many businesses create an affiliate program without proper strategic planning and realistic goals. Coalition Marketing created a Quick Launch solution that helps businesses build a custom affiliate program at an affordable price. Once the program is built, Dustin teaches the business how to manage the program through a one of a kind online certification course, Performance Marketing Manager.

Dustin's energy and enthusiasm exudes throughout the online course and every interaction with clients throughout the course.

## **Affiliate Marketing Industry Stats from 2018:**

- According to Forrester Consulting,
  - Total U.S. affiliate channel spend in 2017 was a record \$5.3B.
  - The U.S. affiliate marketing industry is expected to reach \$6.8 billion by 2020
- Over 11,000 companies are currently utilizing an affiliate program on major networks to grow their marketing reach
- 20% of publishers' annual revenue is generated through affiliate marketing
- 16% of all online orders are generated through affiliate marketing

### **So your business is doing well...**

and you are looking to grow the company. Then a little birdie whispered in your ear "affiliate programs are a great way to bring in additional revenue." So you say "LET'S DO IT!"

Whoa! Not so fast there Speed Racer! Good affiliate programs aren't created overnight; they require proper planning and execution. Coalition Marketing has created a 30 point checklist that you can use to setup your program for success.

#### **Analyze**

- Learn what platform your competitors use, and consider if that is the right choice for you. Take demos with at least 3 tracking networks/platforms and weigh your options.
- Check out their application process, see how much they are offering in commissions. You'll need to stay competitive with payouts, so calculate your standard and maximum commission rate.
- Set program growth goals for the next 3, 6, & 12 months

#### **Decide**

- Decide the Cost Per Action model will you payout your commissions? Click, lead, or sale.
- What is the standard payout? What is the max payout for premium partners?
- What bonuses will you offer? Activation bonus, incentives for number of actions in a month, etc.
- Will you manage the program in-house or use outsourced program management (OPM)?
- Do you want a private or public program?
  - Pick your network or platform that is appropriate

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## **Create**

- New publisher email flow
- Your branded sign up page
- Banners and links
- Product feed (if applicable)
- Program Terms and conditions
- Content your partners can use to promote your product

## **Announcement**

- Introduce the affiliate program in the company newsletter & blog
- Invite you own customers to join the program
- Promote to social followers

## **Recruitment**

- Create email templates for each niche of partners to reach out to
- Collect websites & email addresses, utilize 3rd party tools for help
- Submit program to affiliate directories

## **Manage**

- Approve/decline applications
- Initiate welcome email flow
- Send bi-monthly newsletters to your affiliate base with new promotions and ways to promote
- Create new incentive based contests
- Provide special treatment of your top performers in the program
- Keep banners & links up to date

## **Reporting**

- Investigate all spikes and dips in performance from the following reports
- Daily - transactions, program performance, traffic spikes
- Weekly - program performance, WoW results
- Monthly - partner MoM performance, links & banner results, SKU performance, coupon performance, partner conversion rates

## Conclusion

Does your company have the right people in place to check these items off the list?

So what are the next steps?

- Competitive analysis
- Choosing a platform
- Commission structure
- Terms and conditions for partners
- Recruitment strategy
- Program management
- 30-180-365 day plan

The biggest question is...**are you ready to setup your affiliate program for success?**

Coalition Marketing specializes in affiliate program launches and helping companies hit the ground running. We are now offering a 20 minute discovery call to help you find the right solution.

[Sign up here to schedule your Quick Launch strategy call.](#)

Please note, due to the detailed and custom analysis, spots are limited. Sign up for your launch call before time is up and gain the Coalition Marketing advantage over your Competition!

I look forward to helping your business grow!

**Dustin Howes**

Founder Coalition.Marketing

Schedule a Call



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