

AFFILIATE PROGRAM LAUNCH CHECKLIST

Launch your
Affiliate Program with
Confidence



By
TODD FARMER

AffPlan.com

Introduction

Affiliate Marketing Plan: Your Guide to a Successful Affiliate Program

Have you invested the time and effort into creating a complete, comprehensive, all-encompassing Affiliate Marketing Plan? **The businesses with the most successful affiliate programs have.**

This Affiliate Program Launch CHECKLIST is the “action” part of your Affiliate Marketing Plan.

Use this CHECKLIST as your guide through the process of Launching your Affiliate Program.

If you haven't created your Affiliate Marketing Plan, please consider contacting us for help.

Your success in Affiliate Marketing is important to us.

After you've completed your Affiliate Marketing Plan, the CHECKLIST almost completes itself – and you're left simply with copying and pasting, or “pushing buttons” as needed.

When you complete your Affiliate Marketing Plan with us, you are never left wondering, “*Did I do this part right?*” or, “*How will this impact my launch, or my affiliates?*” You can go it alone when designing your Affiliate Marketing Plan, however, if you haven't launched a **successful affiliate program** before, we offer a genuine, honest warning: mistakes can be made and affiliates can be unforgiving.

We help you ensure that you always use best practices and the most effective strategies and methods.

We have made the mistakes so you don't have to.

Over 10 years of running successful affiliate programs on all the major affiliate networks and tracking technologies have given us the insight and experience to ensure every affiliate program we help launch starts off with great potential and momentum.

Now, we focus on strategy, launch and coaching. We do not manage your program. That's for you, or your Outsourced Program Manager to handle.

With our Affiliate Marketing Plan services, we help you design your affiliate program, prepare you for success -- then we hand you the keys.

Our Affiliate Marketing Plan services provide you with the road map to success in your affiliate program. We give you every insight, strategy and tip that is important to your program's success.

So – how will you launch your affiliate program?

Mistakes at the beginning of an affiliate program's life can put a major set back in its success. Will these mistakes doom your affiliate program forever? No, not necessarily. You can always fix mistakes. And, with transparency and consistency, affiliates may regain their confidence in your program over time.

But do you really want to take any risks with your success?

Affiliate Marketing is a long term, consistently positive ROI marketing channel. Affiliate Programs take a few months to achieve positive ROI – but once it is achieved, it continues to grow and prosper.

Cut your path to success:

Use our Affiliate Marketing Plan strategy and development services.

Are you ready to succeed with your Affiliate Program? Contact us today.

Todd Farmer

AffiliateMarketingPlan.com

Phone: (248) 662-5130

About this Affiliate Program Launch CheckList

If you're happy with your Affiliate Marketing Plan, and you're ready to launch, then use this CheckList as your Action Guide.

Be sure to cover each step and use the checklists for each section.

This Affiliate Program Launch CheckList is loaded with tasks that you need to address throughout the process of launching your affiliate program. These tasks have been organized into logical sections, and the entire checklist is delivered in chronological order.

We've tried to make this checklist easy to understand and in a format that makes sense for you, during your launch.

This checklist provides helpful tips and identifies some key issues that need to be addressed within specific tasks. However, this guide is an action-oriented CheckList, not a course on affiliate marketing.

It is assumed that you understand the concepts and issues related to each of these sections and tasks. This may not be a guide for you, if you have only a basic understanding of affiliate marketing. *(I've been told that this guide is great for intermediate-advanced affiliate marketers, but many sections and tasks are too technical or advanced for those with less experience.)*

The goal of this document is to provide you with a **comprehensive action plan**, giving you **confidence** during your launch, and ensuring that you have left no stone unturned.

Use this checklist as your guide, your road map - your action plan. If you need any help with specific sections or clarification on a specific task, you can hire us by the hour for phone consultation.

To your Affiliate Marketing Success –

Todd Farmer

AffiliateMarketingPlan.com

(Guide version 1.2)

Appreciation.

Before we get in to the Affiliate Program Launch Checklist, I'd like to thank one very important person who has contributed substantially to this guide.

Karen Garcia, CEO of GTO Management.

Karen was the inspiration for this ebook. She is a dear friend and a highly respected Affiliate Program Manager. During a recent call, she identified the need for a comprehensive check list for Affiliate Managers when launching an affiliate program.

Then, she shared her company's internal launch checklist with me, and graciously allowed me to pilfer it for gems that I may have overlooked in my own checklist. (Plus, I liked her wording in many areas better than mine!)

Additionally, Karen spent countless hours proof reading and helping me edit this book. *(Without her keen eye, you'd undoubtedly notice inconsistencies, formatting errors and "Toddism's", as she calls them.)*

Thank you, Karen!

More Appreciation.

I'd also like to thank **Deborah Carney, CEO of Loxly Management.**

Deb pointed out a few specific tasks that I had previously generalized into one task. Also, since she works with many smaller merchants, she identified areas that I had written with a larger merchant in mind, and helped me shape them for merchants of varying size.

With her expertise and attention to detail, I was able to ensure that this guide is the most comprehensive guide to launching an affiliate program available.

Thank you, Deb!

Table of Contents

Pre-Planning Intelligence	Error! Bookmark not defined.
In this section, you will understand your competitive landscape and how your affiliate program will compare, as well as fully understand general business goals, objectives and resources. Also, you will understand any Affiliate Nexus Tax implications.	
Establishing Network	Error! Bookmark not defined.
Establish Your Program Details	Error! Bookmark not defined.
This part will illustrate all the good (and the bad) about your program. Ultimately, it will result in (a) your sales pitch to affiliates and (b) your legal operating document with affiliates.	
<i>Terms</i>	Error! Bookmark not defined.
The terms of your affiliate program will help you “sell” your program to prospective affiliates. Why should they join your program over others?	
<i>Restrictions</i>	Error! Bookmark not defined.
Your Affiliate Agreement must clearly state the restrictions you place on affiliate activities and actions. If it’s not a clear restriction, it means your affiliates can do it.	
<i>Create Legal Affiliate Program Agreement (TERMS) Document</i>	Error! Bookmark not defined.
Now it’s time to write the official, legal document that governs your Affiliate Program. This Agreement is often overlooked by many affiliates – but for those who break the rules, you need to be sure you’re covered. Use the details from the prior steps to create this document.	
IT Resources	Error! Bookmark not defined.
Your IT department plays a critical role in your affiliate program. Without their cooperation, you cannot track affiliate sales. THIS IS EXTREMELY IMPORTANT. If you cannot track affiliate referrals, you cannot have an affiliate program. Always remember the importance of tracking!	
Marketing Resources	Error! Bookmark not defined.
This section is huge. It covers everything from “who’s responsible for what” within your affiliate program and daily operations, to all the marketing material you’ll need to launch and optimize your affiliate program. Keep your affiliates happy with great marketing material that SELLS!	
Company and Branding Resources	Error! Bookmark not defined.
When launching your program, you need to have basic logos and artwork at the ready. You don’t want to find yourself in a position seeking approved artwork and logos when you need to implement them in your affiliate program. Get them ready now, and create a “package” for yourself. Keep this handy!	
Pre-Launch Communication Templates	Error! Bookmark not defined.
Communication with new affiliates is a critical time in your affiliate program success. This section simply creates the template communication that is automatically sent by the network, and prepares you for future correspondence.	
Preparing Website for Affiliate Program Promotion	Error! Bookmark not defined.

Affiliate Program Launch: The CHECKLIST

Your website has to be able to (a) attract affiliates, (b) easily allow current affiliates to log in and (c) completely account for affiliate tracking – including phone orders.

Preparing Program for Network Launch Error! Bookmark not defined.

This section is mostly “tasks” you need to do, based on all the prior work you’ve already done.

Prepare Program Reporting Error! Bookmark not defined.

The earlier you get this component ready prior to launch, the better. Upon launch, you’ll be held accountable for the success of your program, and that last thing you want to spend an entire day doing is compiling reports every time!

Prepare Company for Affiliate Marketing Error! Bookmark not defined.

You need complete “buy in” from your entire organization for a successful affiliate program. From other marketing channel managers to IT, to sales and order taking – everyone needs to be on-board and informed.

Program Launch Error! Bookmark not defined.

It’s time to launch! Review thoroughly, then activate.

Program Launch – Promotion Error! Bookmark not defined.

Once you launch, it’s time to begin promoting your program!

Preparation for Recruiting Error! Bookmark not defined.

Beyond promoting the existence of your affiliate program, you need to prepare for active recruiting.

Prepare for Ongoing Program Promotion Error! Bookmark not defined.

Once launched and live, your prospective affiliates need to know that your program is rock solid, your energy upon launch is undying, and you offer consistent affiliate information.

Prepare for Ongoing Marketing Needs Error! Bookmark not defined.

The marketing material you make available for all affiliates may fit the bill 95% of the time, but for top performers and for specific situations, you’ll need to be prepared to help them out with customized marketing needs.

Prepare for Ongoing Affiliate Support Error! Bookmark not defined.

Building your affiliate base is an ongoing effort. Supporting and training them is a key element in this endeavor – particularly with newer affiliates and long-tail opportunities.

Prepare Ongoing Compliance Management and Monitoring Error! Bookmark not defined.

Although you don’t need to be concerned with compliance before you launch, you must be concerned with it afterward. Prepare and plan now to make it easy. Compliance policing can be extremely time consuming if not properly planned for in advance.

Appendix A: Consolidated CheckList Error! Bookmark not defined.

Appendix B: Internal “new client” questionnaire. Error! Bookmark not defined.

Appendix C: Standard Banner Sizes Error! Bookmark not defined.

This is a sneak peak (just a sample), of the full document.

To get your copy of the complete Affiliate Program Launch Checklist, please visit AffPlan.com