

15 Affiliate Program Best Practices

To ensure you earn the most money possible, it's vital to take fantastic care of your affiliates. These fifteen, affiliate program best practices will help.

1. **Create a Business Plan** – You may already have a business plan for your business as it is before starting your affiliate program. Take the time to edit your business plan to include the details about running your affiliate program. By doing so, you'll cover your strengths, weaknesses, opportunities, and threats within the process.
2. **Focus on Relationship Building** – Once you start working with affiliates, it's vital to build an open relationship with them via email messages, group participation, forum discussions, within your platform and elsewhere.
3. **Develop a Method for Finding and Attracting the Best Affiliates** – One method is to find new people who want to make money and train them. Still, another way is to find super affiliates, influencers, and experienced businesspeople to work with.
4. **Be Open, Honest, and Transparent** – There is nothing more important than this for your affiliate program to be the best.
5. **Keep an Open Door Highly Responsive Policy to Your Affiliates** – Ensure that you have a method of responding to your affiliates quickly, usually within the day. That may consist of an exclusive email, a discussion board within your affiliate back office, or something else.
6. **Be a Supportive Cheerleader to Your Affiliates** – You want to do things that get them excited like hosting contests, handing out prizes, calling out affiliates who do extra well, or make their first sale, and so forth. Motivate them by making it fun.
7. **Develop Content Your Affiliates Can Use as Their Own** – Make sharing your products cut and paste easily by developing content for them to use. Let them edit it and make it their own. This helps you keep your message cohesive too.
8. **Provide Graphics and Art for Marketing to Your Affiliates** – This is a great way to ensure all the graphics and art used for marketing matches your brand. Like the content, you want all promotions to appear cohesive, and this will help. Plus, it makes it a no-brainer for the affiliate.
9. **Stay Educated About Affiliate Marketing** -- New tools, new rules, new laws happen every single day. It's your job to keep up to date about affiliate marketing as a niche so that you are ready.
10. **Be Proactive in Getting Your Affiliates to Promote Your Products** – Don't just sign up affiliates and be done with them. Instead, help them by giving them information about products and encourage them to promote.
11. **Develop, Find, and Share Affiliate Education to Your Affiliates**. You can also educate your affiliates about business and marketing, including about your products or services to help them make their job easier.

12. Set Up a Place for Open Discussion Like a Facebook Group – A private Facebook group or discussion board will help facilitate the conversation with the group. The group discussion help encourages more sales, and your affiliates will help each other when you're not around, making it even easier.
13. Be Flexible About Payout Percentages and Methods – Offering more than one method for payments and commissions when possible is ideal. That way, you can set up different things for different needs.
14. Regulate Coupon and Toolbar Publishers – One issue with affiliate programs is coupon sites, and toolbar publishers often end up with most of the income because of the way they do things. You may want to limit them from joining or give them a different commission structure.
15. Create Highly Converting Sales Pages and Landing Pages -- You can have the best affiliates around. Still, if your sales pages, landing pages, and marketing collateral are not effective, it won't matter. Make their job easy by making your marketing topnotch.

Affiliates essentially duplicate your efforts using their blogs, websites, email marketing, and other techniques to draw in an audience interested in your products or services. They earn part of the sale price or a set fee for each sale, depending on how you set it up.