

AFFILIATE PROGRAM CHECKLIST.



Affiliate Program Checklist

Use the checklist below to take a look at the things that might be “wrong” with your perfect Affiliate program. Really look for the broken, old items and the areas in need of repair. This will give you a great “to-do” list in making your Affiliate Program the perfect, revenue-generating machine you’re looking for. Need help, get a [FREE ROI Consultation](#) from Team Affiliate.

HERE’S WHAT’S WRONG:

STRATEGY

- We didn’t really research affiliate marketing, we just jumped in
- We’re not actively involved in the affiliate marketing forums
- We have never attended an affiliate marketing event
- We’re not sure how our affiliate program fits into our overall marketing strategy
- Our affiliate program tracks only online sales
- We have a “part time” affiliate manager who gets to the program when he/she can
- We don’t have a dedicated affiliate manager

SITE/SALES STRATEGY

- Our site has less than a 2% conversion rate
- Our site is not user-friendly
- Our site does not have a professional look
- It takes us over 24 hours to return sales calls and email messages
- We do not offer a phone number on our site
- We do not have our postal address on our site

AFFILIATE-VIEWED AREAS

- We don't have a promo page that "sells" prospective affiliates on joining our program
- Our affiliate program promo page doesn't list our commission rate
- Our affiliate program promo page doesn't list contact information for our affiliate manager
- Our affiliate program promo page doesn't have examples of marketing material we offer
- Our affiliate agreement is a template that we've never customized
- After signing up, our new affiliates do not receive an email from us
- After signing up, our new affiliates do not receive a phone call from us

COMMISSIONS

- We guessed at our commission rate
- Our commissions could be higher
- Our commissions could be lower
- We're only paying in the first tier
- We're paying in more than 2 tiers

COMPETITION

- We don't know what our competitors' affiliate programs are like
- We have never joined our competitors' affiliate programs
- Our competitors are paying higher commissions
- Our competitors are offering longer tracking durations
- Our competitors convert traffic into sales better than we do

COMMUNICATION/MOTIVATION

- We do not send a regular affiliate newsletter
- We do not offer our affiliates a training/info center
- We do not have a follow-up plan for affiliates after they sign up
- We do not take affiliate inquiries by phone
- We do not call affiliates to ask for better placement on their sites
- We've never asked our affiliates what we can do to help them
- We don't offer special contests or promotions to motivate our affiliates

MARKETING MATERIAL

- We only offer a text link and a banner or two
- We haven't reviewed our marketing material in quite some time
- We still offer marketing material that has old info, prices and content
- We don't offer specific product links
- We don't offer direct links to our site
- We don't know which items are working and which are not
- We don't give our affiliates materials to promote our special offers or promos

RECRUITMENT

- We are not actively seeking out affiliates and inviting them to join our program
- We don't know how to actively seek out new affiliates
- Our affiliate recruitment plan is based on getting "more" affiliates instead of more targeted, producing affiliates
- We don't have a follow-up plan in place to keep our recruitment efforts going past the first contact
- We haven't gotten our program listed in Affiliate Program directories
- We haven't worked on getting our Affiliate Program promo pages listed in the search engines