



New Rules Of Building A Successful Affiliate Program



Affiliate Program Secrets

Old Model: If you build it they will come.

New Model: Work you A\$\$ off to try to get top affiliates to respond to your email and then do anything and everything to convince them to test your offer.



Affiliate Program Secrets

**Despite these changes it's still
one of the absolute BEST ways
to sell a ton of product fast!**



Affiliate Program Secrets

New Model:

Quality NOT Quantity



Affiliate Program Secrets

Two Kinds of Affiliates:

#1 – Professional Affiliates:

- ✓ Ability to tap into channels and drive consistent measurable sales
- ✓ Tough to find, recruit & maintain

#2 – Businesses that reach your audience:

- ✓ Good for quick hits (i.e. Product launches)
- ✓ Good for long term – be part of the sales funnel



Affiliate Program Secrets

5 Pillars Of A Successful Affiliate Program:

- 1. Reliable affiliate software**
- 2. Complete suite of promotional tools**
- 3. High converting offers with top payouts**
- 4. Proactive affiliate recruiting**
- 5. Consistent communication to drive retention**



Affiliate Program Secrets

Pillar #1: Reliable Affiliate Software

- ✓ **MOST IMPORTANT: Reliable Tracking**
(all channels: Phone, fax, mail)
- ✓ **Easy to use**
- ✓ **Advanced PPC tracking**
- ✓ **Two Tier**
- ✓ **Campaign ID's**



Affiliate Program Secrets

2nd MOST IMPORTANT: Reporting

- ✓ Detailed sales and click reporting
- ✓ Reports by country
- ✓ Reports for Tracking/Campaign ID
- ✓ Landing page stats
- ✓ Downline stats
- ✓ Payout stats



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What software do I recommend?

- ✓ **What comes with your cart?**
- ✓ **Easy & Fast but expensive:**
 - ✓ **Clickbank.com**
 - ✓ **ShareASale.com**
- ✓ **Scalable & Robust**
 - ✓ **Directtrack.com - expensive**
 - ✓ **iDevDirect.com - cheap**



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Pillar #2: Marketing Tools

- ✓ **Banners – all shapes & sizes**
- ✓ **Professional product images (white background)**
- ✓ **Amateur product images**
- ✓ **Generic video reviews**
- ✓ **Logos & Icons**
- ✓ **Website Templates**
- ✓ **Wordpress Templates**
- ✓ **Unique content**
- ✓ **Prewritten 3rd party product reviews**



Affiliate Program Secrets

Pillar #2: Marketing Tools

The Irony: Top affiliates create their own custom marketing material but wouldn't join a program without it!



Affiliate Program Secrets

Pillar #3: High Converting Offers With Competitive Payouts

WARNING: You only get one chance so
test your offer **BEFORE** your recruit top
affiliates!

Know Your EPC!



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Types Of Offers:

- ✓ **Cost Per Click (AdSense)**
- ✓ **Cost Per Action (Very Popular)**
- ✓ **Cost Per Sale (Best For Merchant)**



Affiliate Program Secrets

Expected 'CPS' Commission Level:

- ✓ **30-60% on high margin product (*health supplements, software, ebooks*)**
- ✓ **5-15% on lower end commodity items**



Affiliate Program Secrets

Affiliates love recurring commission but...

**If given the choice they will
take a bigger payout up
front and no recurring!**



Affiliate Program Secrets

**Lifetime commission is
almost expected!**



Affiliate Program Secrets

Pillar #4 – Proactive Affiliate Recruiting

Two Options:

#1. DIY – Cheap & Slow

#2. Hire Experienced Affiliate Recruiter

- **Faster – tap into potential network**
- **But more upfront cost**
- **Find them where you find affiliates...**



Affiliate Program Secrets

Where to find top affiliates online:

Forums:

- ✓ **WarriorForum.com – Info/Guru Affiliates**
- ✓ **WickedFire.com – Anti-Info/Guru Affiliates**
- ✓ **ABestWeb.com – Good Mix + Lots of UK**
- ✓ **Affiliates4U.com – Good Mix + Lots of UK**
- ✓ **DigitalPoint.com & SitePoint.com – Foreign**



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Where to find top affiliates online:

Existing Networks:

- **Clickbank**
- **ShareASale.com**
- **CommissionJunction.com**

Directories:

- **ABestWeb.com**
- **AffiliateScout.com**
- **AffiliatePrograms.com**

Warning: 'Top Programs' have PAID to be there...



Affiliate Program Secrets

Where to find top affiliates online:

Conferences:

- ✓ **AffiliateSummit.com (East & West)**
- ✓ **AffConEvents.com**
- ✓ **AffiliateConvention.com**

WARNING: A booth is for ego & big networks – Small guys get the best bang for their buck **NETWORKING**



Affiliate Program Secrets

Convincing affiliates to join your program...

FACT #1: Professional affiliates are coin operated but loyalty can be earned over time.



Affiliate Program Secrets

Convincing affiliates to join your program...

FACT #2: It will typically take a higher initial payout to bribe an affiliate to test your offer in place of a competitor.



Affiliate Program Secrets

WARNING: Most affiliates do NOT want to be the first to try a new offer...

SOLUTION: Start promoting it yourself, disguised as an affiliate in PPC, paid ads...

And affiliates will follow your lead!



Affiliate Program Secrets

How to successfully contact affiliates:

- ✓ **Personal introductions**
- ✓ **Join in productive conversations in forums – DO NOT PITCH**
- ✓ **Email them an enticing & personal offer**
- ✓ **Chat is better than email – primary affiliate communication tool**
- ✓ **Phone or Fedex**

BE PERSISTENT



Affiliate Program Secrets

Competitive Advantages:

- ✓ **Multiple payment options**
- ✓ **Increased payment frequency for PPC affiliates**
- ✓ **SMS Notifications**
- ✓ **Geotargeted offers (.co.uk = £)**
- ✓ **Promo Codes**
- ✓ **Multi-Lingual Offers**
- ✓ **Custom content & design for top performers**
- ✓ **Contests & Prizes**



Affiliate Program Secrets

Pillar #5 – Consistent Communication

- ✓ **Who is their contact? Make it personal!**
- ✓ **Consistent stream of short communications**
 - ✓ **Weekly email update**
 - ✓ **Industry news**
 - ✓ **New Products**

Affiliate Newsletters are SO yesterday!



Affiliate Program Secrets

Pillar #5 – Consistent Communication

✓ **Top Affiliates:**

- **MSN**
- **SKYPE**
- **Yahoo**
- **Email**
- **Phone**



Affiliate Program Secrets

Pillar #5 – Consistent Communication

Special Stuff To Earn Real Loyalty:

- ✓ **Personal Christmas Gifts**
- ✓ **Birthday Gifts**
- ✓ **Baby Shower Gifts**
- ✓ **Loyalty Bonuses**
- ✓ **Going over and above!**



Affiliate Program Secrets

VERY IMPORTANT:

Always pay commissions on time...

... and make sure they're right!



Affiliate Program Secrets

I hate to end on a negative note but... ;-)

The dark side of affiliate marketing:

- ✓ **Affiliate Fraud – avoid certain countries**
- ✓ **Gift Card Fraud – CPA offers**
- ✓ **Cookie Stuffing – Conversion too high**



Affiliate Program Secrets

Summary:

- 1. Reliable affiliate software**
- 2. Complete suite of promotional tools**
- 3. High converting offers with top payouts**
- 4. Proactive affiliate recruiting**
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Be Patient and Persistent!