

Running Your Affiliate Program

Once you have your new affiliate program in place, you have now officially become an affiliate manager. The role of any affiliate manager is twofold. You need to be available to your affiliates to help answer their questions and to track how your program is working. If you are not getting sales then you need to find out why.

You also need to be active when it comes to recruiting affiliates. This means that you need to be good at networking with other people. Start working on building relationships with people who you think would be a good fit for your affiliate program. Then approach them with the intention of getting to know them better first. Don't even bring up your affiliate program. Just be interested in their business and see if there is any way you could help them. Then as you build a relationship you can bring up your program.

Attracting the right affiliates to your program can be done with incentives. If you know someone who has a great track record then you may want to offer them a higher commission rate. Or offer to give them two tier privileges.

If you find that recruiting affiliates is eating into your time too much, you may want to consider hiring an affiliate manager. They would then take over the responsibilities of recruiting affiliates, answering their questions and helping with creating promotional materials.

Paying on Time

This is going to be your number one concern, ensuring that you affiliates are paid on time. Once you have set a payment schedule for your program stick to it. If anything you can always payout ahead of time and surprise your affiliates. This is especially true if you have affiliates who are generating a ton of commissions for you. Why not pay them more often, as a token of your appreciation.

Promotional Material

Some affiliates love to use promotional material, while others prefer to write their own. Giving affiliates their own choice is a great option. Write up a few examples for emails, blog posts, articles and even posts for Facebook, Google+ and Twitter. By providing this type of content you are helping to spur ideas for your affiliates.

Staying in Touch

Make the effort to stay in touch with your affiliates on a regular basis. Even those who are not making many sales for you. You could run a survey to see what types of problems they are encountering. This can help you identify any areas in your affiliate program that need improving.