

# Advertising Your Affiliate Program

Once your affiliate program is up and running, you need to work on advertising it. There are several ways to do this. You could run Facebook ads, list your program in affiliate directories, use Bing or AdSense advertising and more.

Before you run any type of advertising you want to create an affiliate sign up page on your website. This page should convey all the details about your program including things such as:

- How you pay affiliates – Paypal or by check
- How often you pay your affiliates – monthly, weekly, biweekly
- What your commission rate is
- If you pay by sale, lead or click
- If you offer two or three tier payment levels
- What currency you pay out in
- If you require a threshold to be met before being paid

It is also helpful to have a Frequently Asked Questions section. In this area you would address any specific concerns. This might include approving affiliates only if they have a PayPal account. Or you might need to restrict accepting affiliates from certain countries.

Other areas to address include tips on how to make links, if you include affiliate tools and resources and if you have a support desk for your affiliates. The more concerns you can address head on will help to improve your affiliate sign up rate.

It can also help to have your contact information on your affiliate page. This way if a prospective affiliate has a question they can contact you immediately. Make yourself as accessible as possible.

Ensure that your affiliate sign up process is easy to understand. Remember that some of your affiliates may be brand new, so a seamless process is important. Then once your affiliate has signed up check to see if they know how to navigate to their affiliate area. See if they understand how to create links and make use of banners and any tools that you have provided.

It can be helpful to have your affiliates on a separate mailing list. This way you can answer any questions, send out timely information and let affiliates know when new offers are ready for promoting.

Some affiliate software will have a built in email manager, while others do not. You can always set this up by using an autoresponder service such as Aweber or GetResponse.

One way to advertise your affiliate program is by suggesting that your own customers become affiliates. After all they know and love your products, so why not show them a way to get their products at a cheaper price?