

# Features of Affiliate Programs

When selecting a new affiliate program for your services or products you want to take a good look at all of the features that are available. Always remember to look at the features from two different angles, the vendor and the affiliates. After all you want to keep your affiliates happy so they keep on promoting your business for you.

## **Common Features of Affiliate Programs**

### Commissions

Some of the common features include things like setting different commission payouts. You may want to pay a certain percentage, or you may wish to pay per click or pay per lead. If you want to offer a membership or recurring payments check that this is available. Most vendors like to offer a percentage of each sale to their affiliates.

### Two Tier Affiliate Model

This model allows affiliates to recruit other affiliates underneath them. They then get a percentage of the commissions generated by these affiliates. This option is not always available so check if this is something that you would like to offer.

### Affiliate Tools

It is important to provide your affiliates with tools to help them earn an income. Common tools that you can add to your program include banners, videos, html ads and text ads, customizable links and tracking features. This way affiliates will know where their sales are coming from. This will keep them motivated to keep promoting your program.

Another area that you may want to consider is to provide your affiliates with ready to go content. This includes suggested emails, articles, PDF reports or brochures,

blog posts, social media images and more. While not all affiliates will use this type of content, it is great for those who are new affiliates.

If you have a large number of products it can be helpful to create a catalog of your products and keep it updated. This way affiliates can easily select which product to promote in their campaigns.

### Affiliate Links

With some software programs affiliate links can be long and ugly. If possible use a program that allows affiliates to shorten or customize their links. The program should also have the ability to track where the sale comes from. The affiliate can add their own tracking ID to the end of the link to identify sales and clicks.

### Reports

Reports can be great for both vendors and affiliates. They allow you to quickly see where your sales are coming from by product and affiliate. This way you can reward your top affiliates by increasing their commission rates. Plus affiliates can see which of their campaigns are producing the best results.