

Tips for Starting an Affiliate Program

Starting an affiliate program can really help you increase your business profits. There is more to starting an affiliate program than just selecting software and opening up your program. Let's discuss this in further detail.

When it comes to creating an affiliate program there are several items to take into consideration. This includes what the actual software program is capable of doing and if you have to continually pay for a licence or not.

You also want to consider the future as your business grows and expands. Will this affiliate program cater to any upgrades you may have planned or not.

While pricing may be a huge consideration, try not to let it be your major deciding point. A basic affiliate software may be good for a few months, but then you will want to upgrade. Believe us, upgrading and moving your affiliates to a new platform is not always easy. Plus you run the risk of losing affiliates too.

There are two main options to consider when choosing an affiliate program. You can use a program that is separate from your main website. This would include affiliate programs such as:

- JV Zoo
- Warrior Plus
- Nanacast
- DigiResults
- Clickbank
- ShareaSale

Your other option is to purchase a software affiliate program that you host on your own website. Examples of these include:

- Amember – which can also be used for memberships and has its own affiliate program
- Instamember – again is useful for memberships as well as running an affiliate program
- IDev Affiliate
- Jrox
- WP Affiliate – this is a wordpress plugin

Keep in mind that some of these affiliate programs can be a little tricky to install and set up. Many of them offer free installation. If you are not comfortable with creating Databases and the word PHP turns you off, definitely choose or pay for installation.

Another area to consider is that of Payments, what currency and methods do you wish to pay your affiliates in? The most common payment method is to use PayPal. Some larger companies will also send out checks. Remember that not all countries accept PayPal, so if this becomes your payout method inform your affiliates of this. You may want to only allow affiliates that have a PayPal account to register.

If possible see if you can test out an affiliate program before actually purchasing it. Quite often you can log into a trial account and see how things look from both ends. You as the vendor managing your affiliates, and then from an affiliates point of view.

Take your time when selecting your program. Look at all the features and benefits as well as the costs involved.