

# How to Ensure You Have a Great Affiliate Program

Setting up an affiliate program is not really that difficult. You can use a third party solution or host your own program on your website. The hard part comes when your program is running live. How do you ensure that it gets you the results that you desire?

Let's take a look at the criteria you should have in place before launching your affiliate program.

1. Your products should be good and they should deliver what you promise.
2. You should have a good website that is already attracting traffic.

Once you have these two things in place the next item to consider is commissions. Please keep this in mind.

*If you want to attract and keep affiliates then offer as high of a commission rate as possible.*

Amazon can get away with offering low rates, and still attract affiliates, because they have such a huge selection of products.

Your affiliates are out to make as much money as possible. So if you offer higher rates, you will not only attract affiliates, they will stay with you for much longer. Good affiliates track their earnings and will stick with those programs that bring in higher commissions each time they promote.

A good affiliate program will also have an Affiliate Toolbox. Just as the name applies this a toolbox for your affiliates. It will contain things like banners, text links and ads, viral PDF books, reports, articles, emails, social posters and more.

You can acknowledge that you can only be as good as the tools you own. So it makes sense to provide your affiliates with as many tools as possible. This will help ensure that they are successful, and this means you will also increase your bottom line.

Communication is key and staying in touch with your affiliates is going to help you grow your program. Have an easy way for your affiliates to get in touch with you. If you have a Help Desk, set up a section or resource for your affiliates. Provide your affiliates with your Skype ID, Facebook contact and email info. You might even want to set up a Facebook group just for your affiliates.

While your main goal for your affiliate program may be to expand your customer base. Don't forget that this won't happen without affiliates. Make them your first priority and growing your customer base your second. This small shift in your mindset can eventually make a huge impact to your bottom line.