Masterclass for the ICC-ESCWA Community

Is an Affiliate Program Suitable for your Online Business
And if it is - how to make 25%+ of your revenue through Affiliates?
INTRO

Rosanna Lopes

Launching and running Affiliate Programs since 2009
01 What is the Principle of Affiliate Marketing
02 When does Affiliate Marketing not work and when does it work?
03 What do you need to have in place?
04 What kind of Affiliates can you recruit
05 My way of finding and keeping affiliates
Who has already tried Affiliate Marketing for their online business?
What may be your current situation?

01. You don't know enough about how Affiliate Marketing works

02. You put all your effort in other Marketing channels

03. You don't have a checkout on your website

04. You don't have time for Affiliates
OR You're ready to start!
Let's begin with some basics
The **IMPORTANT PARTIES** in Affiliate Marketing

01 **Publisher or Affiliate**

These are the people and websites who have an audience, and will promote your products or services.

02 **Merchant or Advertiser**

This is you, you’re the selling your product or service via website.

03 **User or Customers**

The person who buys your product or service.
HOW does Affiliate Marketing work?

01. The Affiliate Promotes you
   Perhaps by writing a blog post about you

02. User clicks & buys
   The user clicks on the affiliate link, lands on your online shop, and buys something on your website

03. Earn commission
   You sold a product and the affiliate gets a commission
**WHAT** is the part that makes it possible?

01 **Sign up & get the link**

The Affiliate joins your program and grabs their affiliate link which will help the commission get tracked.

02 **The Affiliate Promotes you**

Perhaps by writing a blog post about you.

03 **User clicks & buys**

The user clicks on the affiliate link, lands on your online shop, and buys something on your website.

04 **Earn commission**

You sold a product and the affiliate gets a commission.
WHAT makes Affiliate Marketing Unique?

The Affiliate Marketing Model

There is a Win Win and there is a commission
WHAT makes Affiliate Marketing Unique?

01 Commission Based - so an affiliate has to take a chance on you and may never earn a commission.*

02 Since payment takes place after the conversion an affiliate needs to trust you. That tracking is in order and Payment will take place.

03 They won’t always do what you want them to do, when you want them to

*Some big publishers or “influencers” may ask for a fixed amount to create content for you, or for a hybrid model. This can happen especially when it’s a big publication, a Niche in which the market is saturated (for example, CBD) or Instagram Influencers with big following.
WHO shouldn't start an Affiliate Marketing Program

- **01.** Product is custom priced or you don't have a checkout
- **02.** You don't have a competitive product or service
- **03.** You have a lot of bad reviews
- **04.** You haven't had or barely had conversions on your website (no traffic, low conversion rate)
- **05.** You won't have a few hours a week to run and grow the Program
- **06.** Most of your sales happen through the phone or in a shop/ offline
**WHY** you should have an Affiliate Marketing Program

**The facts**

01. Healthy Affiliate Programs Bring 25%+ of the Revenue

02. You only pay commission when there is a conversion

03. Affiliate marketing is the most important customer acquisition channel for 20% of brand marketers. 54% rank it among their top three channels.

04. It’s a great way to get the word out about your Products or Services (Social Proof)
01 Commissions to the Affiliate

02 The cost for the Network or the tracking software

03 Costs for sending commissions, for example Paypal fees

04 Costs to get published/ reviewed etc on bigger websites

05 Costs of Demo products and sending those over
What I don't recommend

1. "I'll just track it manually"

2. "Let's use a free or limited Affiliate Tracking tool now and change it later"

3. "I haven't had conversions on my site yet but let's test affiliates"
How to turn your Affiliate Program into a channel that brings 25%+ of your revenue
This is all assuming you are already crystal clear about who your target audience is.
**STEP 01**

Do competitive research - Not just how competitive is your product

<table>
<thead>
<tr>
<th>COMPETITORS</th>
<th>PRICING</th>
<th>FREE DELIVERY</th>
<th>WARRANTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitor 01</td>
<td>$500</td>
<td>✓</td>
<td>1 Month</td>
</tr>
<tr>
<td>Competitor 01</td>
<td>$450</td>
<td>X</td>
<td>12 Months</td>
</tr>
<tr>
<td>Competitor 01</td>
<td>$499</td>
<td>✓</td>
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</tr>
<tr>
<td>Competitor 01</td>
<td>$399</td>
<td>✓</td>
<td>1 Months</td>
</tr>
</tbody>
</table>
**STEP 01**

Spy on other relevant Affiliate Programs

<table>
<thead>
<tr>
<th>COMPETITORS</th>
<th>COMMISSION</th>
<th>RECURRING</th>
<th>PAYMENT TERMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitor 01</td>
<td>5%</td>
<td>✓</td>
<td>15 days</td>
</tr>
<tr>
<td>Competitor 01</td>
<td>10%</td>
<td>✗</td>
<td>30 days</td>
</tr>
<tr>
<td>Competitor 01</td>
<td>$50</td>
<td>✓</td>
<td>90 days</td>
</tr>
<tr>
<td>Competitor 01</td>
<td>6%</td>
<td>✗</td>
<td>7 days</td>
</tr>
<tr>
<td>Competitor 01</td>
<td>8%</td>
<td>✓</td>
<td>10 days</td>
</tr>
</tbody>
</table>
STEP 02
ANALYZE & MAKE DECISIONS

CHECKLIST
✓ 
✓ 
☐ 
☐ 

What would make my product and affiliate program Competitive?

Do I have enough profit margin left after paying this commission and potentially coupon codes?
STEP 02

ANALYZE & MAKE DECISIONS

Marie Forleo's
B-SCHOOL
Affiliate Program

THE DETAILS

The cost of B-School is $2499.
Affiliate Partners receive $1000 per sale.
STEP 7

THINK ABOUT THESE DECISIONS

1. Which Network or tracking software to use
2. What commission to offer? Should you offer recurring? Should you have different tiers?
3. What should your cookie window be?
4. What should your payout method be?
5. The minimum threshold to pay out?
6. How many days after the conversion should you confirm the sale and pay out?
7. What assets do you need to offer the affiliates?
WHAT is the difference between a Network and Tracking Software

**AFFILIATE PROGRAM LAUNCH**

- Affiliate signs up for your program
- Affiliate promotes you
- Customer clicks link and buys
- Commission is tracked
- You pay the Affiliate directly
WHAT is the difference between a Network and Tracking Software

- Affiliate signs up for network
- Affiliate signs up for your program
- Affiliate promotes you
- Customer Clicks Link and buys
- Commission is tracked
- You prepay or postpay the network
STEP 03

PREP AND LAUNCH YOUR AFFILIATE PROGRAM
Things you’ll need to take care of

- Buying your Tracking Software or Network
- Tracking pixel, API or other Plugin to make sure everything is tracked
- Affiliate Signup form
- Affiliate Program Rules
- FAQs
- Affiliate info page for the site
- Setup of the program in the software or Network
- Automate Email triggers for signup, pending approval, Welcome message, Declined message, Commission tracked, etc
- Create the creative Assets (Banners, copy swipes, landingpages)
- Create an automated system to check and cancel commissions for tracked order
STEP 7

FINDING OUR FIRST AFFILIATES
### What TYPES OF AFFILIATES exist?

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Youtube</strong></td>
<td>Youtube creators</td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td>Email database affiliates, newsletter creators</td>
</tr>
<tr>
<td><strong>PPC</strong></td>
<td>They target keywords which could result in conversions</td>
</tr>
<tr>
<td><strong>Shopping</strong></td>
<td>Price comparison sites, shopping directories</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Blogs, review sites, online magazines, podcasts</td>
</tr>
<tr>
<td><strong>Ad Network</strong></td>
<td>Networks with space for text ads or display banners</td>
</tr>
<tr>
<td><strong>Coupon and Cashback</strong></td>
<td>Websites that collect coupon codes or give cashback if you use their link</td>
</tr>
<tr>
<td><strong>Social media</strong></td>
<td>Facebook groups and pages, Instagram accounts etc</td>
</tr>
</tbody>
</table>
ANYONE
with a Network
or Audience
YOUR OUTREACH (RECRUITMENT) STRATEGY

Focus at least 2 months on Recruitment, have an onboarding strategy and an activation strategy for any affiliate who has been with you for more than 3 weeks and hasn't started promoting
What are some Recruitment ideas?

Google
Scrape the first 2-3 pages on google for content sites about a relevant topic, for example "best oracle card decks" You'll find content sites of Affiliates who are already promoting your competitors

Show up on Podcasts
And make a Special landing page and code for the podcaster to promote you

"Steal" your competitors'
Either get their backlinks or google "Competitor name Review"

People who wrote about you in the past
This will incentivise them to create new/more content

Youtube
Get relevant channels to promote you, use the scraping method

Find relevant Instagram accounts
Find your perfect content creator and click "Suggested for you" on Instagram to find more

Facebook
Facebook groups that are relevant, contact the admins for opportunities
Useful tools to get the contact details

- Combination of a Scraper and a Virtual assistant who manually looks up the email, contact page or social media of each site/influencer
- A Scraper with a tool like "Hunter.io"
- Buzzstream which is also a CRM system
What you need to do a few hours a week to grow your Affiliate Revenue

01 RECRUITMENT
02 ACTIVATION
03 COMMUNICATION
04 OPTIMIZATION
05 POLICING
06 REPORTING
The Group Course
AFFILIATE PROGRAM LAUNCH

Launch your Affiliate Program in a few hours a week.
WHO is this Course for?

**Entrepreneurs**
Who aren't in a position to hire an Affiliate Expert but ready to launch their program

**Marketing Managers**
Who want to launch an Affiliate Program

**Assistants or Team members**
Who will be in charge of Affiliate Marketing
Why

I know that you will be able to make your Affiliate program successful?

Tried and tested

I want you to earn your money back asap

You get accountability to do it

All my mistakes but also all my wins shared with you in 6 weeks - I don't hold back or have any other program for sale

I just want happy customers and good reviews

Perfectly set up for scale - you get help every step of the way
COURSE TIMELINE of 6 weeks -
Starting 10 April

MODULE 01
WEEK 1
Affiliate
Marketing
Basics &
Competitive
Research

MODULE 02
WEEK 2
Buying and
prepping our
Tracking
software or
Network

MODULE 03
WEEK 3
Preparing for
launch
COURSE TIMELINE of 6 weeks

MODULE 04
WEEK 4
Finding our first Affiliates

MODULE 05
WEEK 5
Launch and reach out

MODULE 06
WEEK 6
Running and scaling your Affiliate Program
Your RESOURCES

A weekly Live 1.5h Video Call with me
where I explain everything and go through the steps you need to
execute. We will have this call every Wednesday at this time for the
duration of 6 weeks - you'll have the rest of the week to execute

A Weekly group Q&A call
on Mondays for 6 weeks - This is optional in case you are stuck or
need more help

An Asana Board
with your tasks for each week to help you stay on track
Your **RESOURCES**

**A Facebook group**
to post questions, share wins or share fun or interesting information about your Affiliate Program or tasks. I will always answer questions you may have here within 24h. It's also an opportunity to help each other and to keep learning in the future.

**One FREE 30 minute 1-1 call**
that you can use anytime between now and the end of the 6 weeks

**Templates, Briefs, Examples and Secret Bonusses**
I have loads of Templates, examples and briefs to make sure you spend the least time possible on every task - and I have secret bonuses for you to unlock too
1 YEAR ACCESS

You will have access to the recordings and resources for the rest of the year. You’re welcome to keep engaging with the Community in the Facebook group too.
The course costs 599EUR with everything included

A payment plan is available, if you contact me on hello@affiliateprogramlaunch.com
But for ICC-ESCWA members I have a very special price of 299EUR

Only available on https://affiliateprogramlaunch.com/ICC-ESCWA
For the next 24h "ICC-ESCWA" for an extra 50EUR off the course
Now it's time for your Questions
Difference between a refer a friend program and an affiliate program

Referral Marketing
Referrers know new customers personally.
(Friends, family)

"I've found a great product that I want to tell my friends about because I believe that it will make their lives better."

Motivation: Altruistic

Affiliate Marketing
Affiliates and new customers don't know each other personally.

"I'm going to refer this product to anyone who needs it so that I can make living."

Motivation: Financial
You can have both

### VIP Affiliates

<table>
<thead>
<tr>
<th>Revenue generated</th>
<th>Referrals</th>
<th>Customers</th>
<th>Promoters</th>
<th>Reward</th>
<th>Offer</th>
<th>Payout terms: Monthly / Net 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>$112</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td>✔️ 30% recurring commission</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

Private campaign (no signup link available)

### Refer-A-Friend

<table>
<thead>
<tr>
<th>Revenue generated</th>
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<th>Reward</th>
<th>Offer</th>
<th>Payout terms: Monthly / Net 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>✔️ 1 free subscription months</td>
<td>✔️ 5% discount coupon</td>
<td></td>
</tr>
</tbody>
</table>

[Cutters Sign Up Link / copy link] (Tip: open link in incognito to preview)
WHY I don’t recommend building something yourself or just using Google Analytics

01 COMPLEX

02 MANUAL WORK

03 TRUST

04 IT’LL PAY ITSELF
    Many services cost <$50 per month. It’ll pay for itself if you run the program well
my recommended NETWORK
https://account.shareasale.com/m-login.cfm?

- Username: demo
- Password: demo

My Affiliate Link: https://shrl.com/3ab5m

Pricing:
One off Merchant setup fee $550, $100 minimum deposit to pre-fund your escrow account which goes towards the Affiliates commissions/transaction fee costs

A transaction fee occurs when a qualified transaction is generated. This fee is equal to 20% of the commission amount (set by you) that is paid out to the affiliate and is calculated for each transaction.
If your account does not generate a minimum of $35 in transaction fees in any given month, you will be charged the amount needed to bring your monthly fees to $35. New merchants will be given a grace period of 30 days to get their program up and running.
my recommended TRACKING SOFTWARE

Demo account:

https://app.goaffpro.com/master

hello@rosannalopes.com

rosannalopes

My Affiliate Link: https://goaffpro.com/?ref=rosanna
Pricing: $24/mo for the pro version (you need it)
my recommended TRACKING SOFTWARE

FirstPromoter

Demo account:

https://test.firstpromoter.com/users/sign_in

Test@test.com

111111

My Affiliate link: https://firstpromoter.com?fpr=rosanna

Pricing: starting from $49 for up to $5000/month* from affiliates
WHAT  Cookie window to use?

What an affiliate wants:  
As long as possible

What most merchants want:  
As short as possible
**WHAT** assets and resources do you need to offer the affiliates?

1. A banner set
2. Product feed in case of ecommerce
3. Copy Swipes
4. Demo products or demo accounts
5. GIFs and screenshots