



Are You Affiliate Friendly?

A Self-Assessment Checklist for Affiliate Managers

Communication

- My contact information is available to all my affiliates.
- I provide instant message and telephone phone support.
- I participate in relevant forums.
- I pick up the phone and call my affiliates.
- My program has an affiliate blog with RSS.
- I publish an affiliate newsletter regularly.
- I inform my affiliates of policy or program changes promptly.
- I tell my affiliates about what marketing methods are working right now.
- I communicate with my affiliates through multiple channels.
- I ask my affiliates for feedback.
- I conduct periodic affiliate surveys.
- I host webinars or online chat sessions.
- I host teleseminars for my affiliates.
- Recognition is given to all levels of affiliates for their achievements.

Recruitment Incentives

- I have a dedicated affiliate program manager.
- A full-time staff member is responsible for affiliate support.
- Our program is listed in all the major directories.
- My program is two-tier.
- Commissions, cookies, and creative are displayed on sign up page.
- I refer all new signups to Skill Side Training resources.
- New signups receive a welcome email or phone call within 24 hours.
- I pay bonuses or higher commissions for large sales volume
- I offer commission upgrades for a strong, steady record of sales.
- Our average sale is equal to or higher than our competitors.
- Overall conversions for our program average 2% or better.
- My affiliates get credit for repeat sales generated over the phone.
- I offer affiliates discounts or rebates on my products.
- I offer free products as bonuses or rewards.
- My affiliates get credit for repeat sales made by phone.
- My program's minimum payout is \$25 or less.
- We pay affiliate twice a month (or more frequently).
- We offer multiple payment options, including bank direct deposit or Paypal.
- I run meaningful competitions and contests where all affiliates can win.
- I make contest and competition terms clear up front.
- A summary of our Affiliate Agreement is available in non-legal language.

Helping Affiliates Do Their Job

- An Affiliate FAQ is easily accessible on my program web site.
- A Sales Guide is made available to all affiliates upon sign up.
- I offer Program Side training in a variety of media.

- I (or my staff) provide real time affiliate support during specified hours.
- I provide new creative to my affiliates on a regular basis.
- I test new creative and share those numbers with my affiliates.
- New creative is provided in advance for specials and limited time promotions.
- We offer tested landing page templates to our affiliates.
- My program offers free data feeds to all affiliates.
- My program provides turnkey web sites.
- I provide pre-written text ads with anchor text that can be modified.
- I provide pre-written content to combat "thin affiliate" sites.
- My site has been tested for usability.
- I monitor the functionality of my shopping cart.
- Customer service phone numbers are posted on my site.
- A company postal address is displayed on my site.
- I provide affiliate support during specified hours.
- Our software solution allows for deep linking to individual products.

Avoiding Disincentives

- I promote through only one network payment processor.
- I pay commissions on all our products, not just selected ones.
- I don't push phone sales over web sales.
- I have mechanisms in place to track offline sales.
- I allow my affiliates to use reasonable incentives.
- I pay commissions on upsells or cross-sells.
- Cookie lengths are as long as possible.
- I regularly check to be sure cookies are set properly.
- I do not place third party ads on my site or sales page.
- I do not bid against my own affiliates for top PPC spots.
- I allow reasonable use of my trademark or brand in select situations.
- My program belongs to a parasite-free network.
- I have a strict anti-spyware policy and enforce it.
- I am aggressive about checking for rogue affiliates.
- I make sure rogue affiliates do not profit from cheating.
- Payments are punctual and accurate.
- Missed or lost payments are investigated immediately.
- Our program is subject to independent audit and results are made public.

Professionalism

- I keep up with industry news and trends.
- I have hands on experience with building an affiliate site.
- I have personal experience with promoting affiliate programs.
- I research competitors' commissions, cookies, and conversions.
- Our affiliate program supports our overall business strategy.
- I support the movement towards transparency in our industry.
- I encourage professionalism in my staff and affiliate sales force.
- I attend affiliate industry trade shows, conferences, and web events.
- I encourage the use of best practices by all my affiliates.