

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



TOMMY HILFIGER



What we will discuss today

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



03

You don't have a checkout on
your website



02

You put all your
effort in other
Marketing channels



04

You don't
have time for
Affiliates

OR You're
ready to
start!



Let's begin with some basics

L

7



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

A hand holding a sign that says 'SUBSCRIBE' is shown next to a teal circle containing the number '01' and the text '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

A woman in a white shirt is shown next to a teal circle containing the number '02' and the text 'The Affiliate Promotes you'.

Perhaps by writing a blog post about you



03
User clicks
& buys

A mouse cursor clicking on a target icon is shown next to a teal circle containing the number '03' and the text 'User clicks & buys'.

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



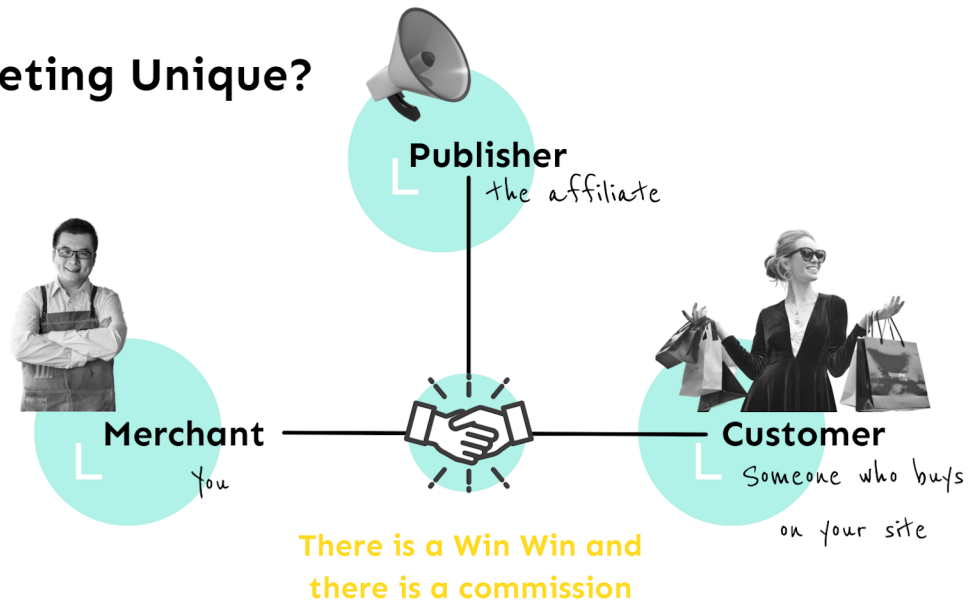
04
Earn
commission

A fan of US dollar bills is shown next to a teal circle containing the number '04' and the text 'Earn commission'.

You sold a product and the affiliate gets a commission

WHAT makes Affiliate Marketing Unique?

The Affiliate Marketing Model



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

L01 Product is custom priced or you don't have a checkout

L02 You don't have a competitive product or service

L03 You have a lot of bad reviews

L04 You haven't had or barely had conversions on your website (no traffic, low conversion rate)

L05 You won't have a few hours a week to run and grow the Program

L06 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)





Costs for you to consider

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 1

01

Do competitive research - Not just how competitive is your product

COMPETITORS	PRICING	FREE DELIVERY	WARRANTY
Competitor 01	\$500	✓	1 Month
Competitor 01	\$450	✗	12 Months
Competitor 01	\$499	✓	3 Months
Competitor 01	\$600	✗	6 Months
Competitor 01	\$399	✓	1 Months

STEP 1

01

Spy on other relevant Affiliate Programs

COMPETITORS	COMMISSION	RECURRING	PAYMENT TERMS
Competitor 01	5%	✓	15 days
Competitor 01	10%	✗	30 days
Competitor 01	\$50	✓	90 days
Competitor 01	6%	✗	7 days
Competitor 01	8%	✓	10 days

STEP 1

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 1

L 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.*

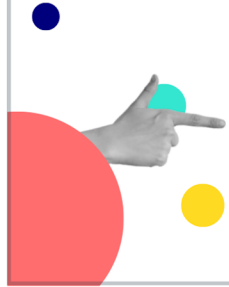


STEP

02

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

TRACKING SOFTWARE



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

NETWORK



STEP

L 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

L 04

FINDING OUR FIRST AFFILIATES



What TYPES OF AFFILIATES exist?

Youtube

Youtube creators

Email

Email database affiliates,
newsletter creators

PPC

They target keywords which
could result in conversions

Coupon and Cashback

Websites that collect coupon codes
or give cashback if you use their link

Shopping

Price comparison sites,
shopping directories

Content

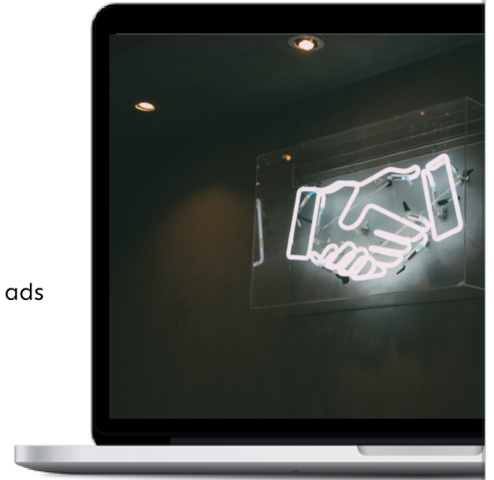
Blogs, review sites, online
magazines, podcasts

Ad Network

Networks with space for text ads
or display banners

Social media

Facebook groups and pages,
Instagram accounts etc



ANYONE
with a **Network**
or **Audience**



7

YOUR OUTREACH (RECRUITMENT) STRATEGY

L 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

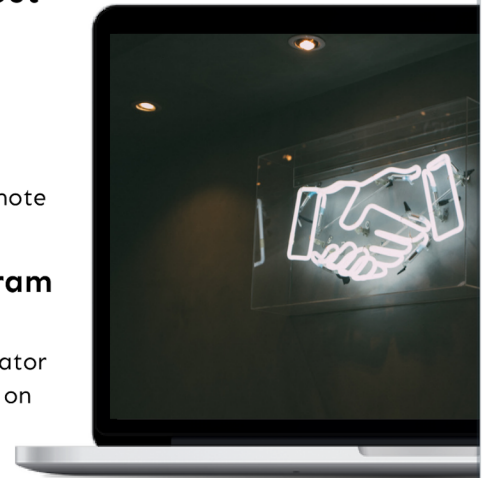
Get relevant channels to promote you, use the scraping method

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

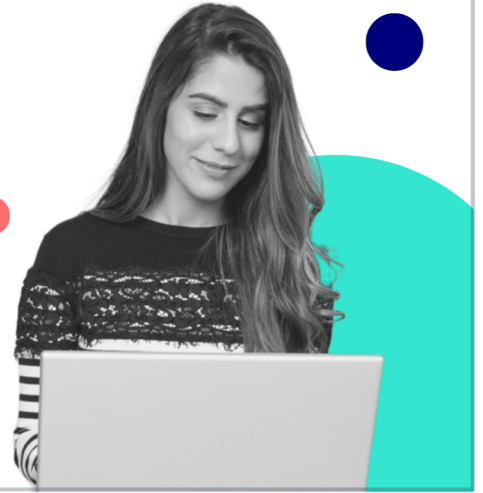


Useful tools to get the contact details

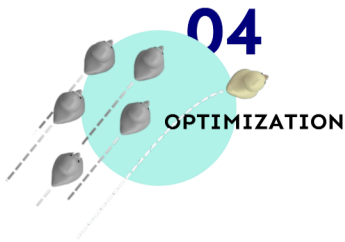
Combination of a Scraper and a Virtual assistant who manually looks up the email, contact page or social media of each site/ influencer

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



The Group Course

APL
Rosanna Lopes

Launch your
Affiliate Program
in a few hours a week

AFFILIATE PROGRAM LAUNCH



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

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 want you to earn your money back asap

I just want happy customers and good reviews

You get accountability to do it

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 Bonuses

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

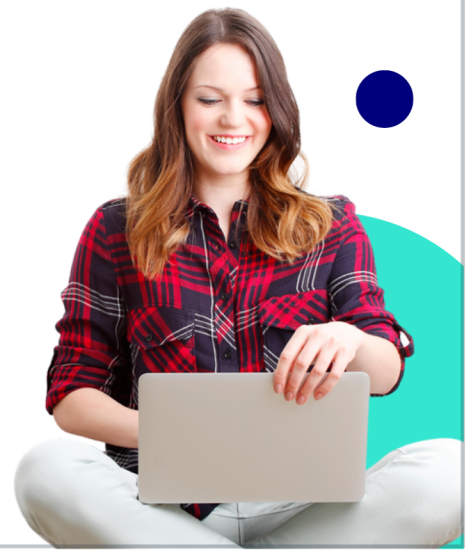
Only available on
<https://affiliateprogramlaunch.com/ICC-ESCWA>

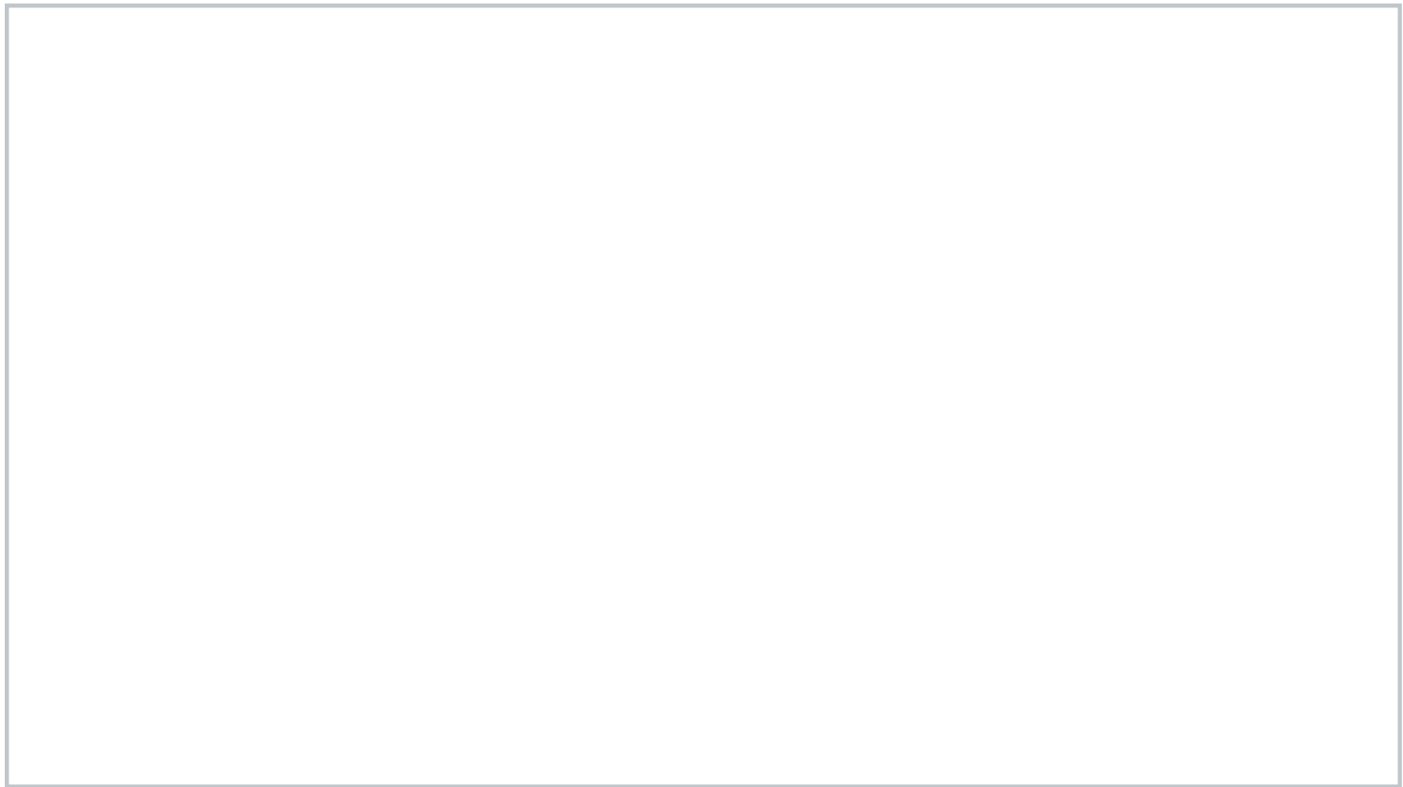


For the next 24h
"ICC-ESCWA" for
an extra 50EUR
off the course



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

Payout terms: Monthly / Net-30

\$112 **15** **1** **1**
Revenue generated Referrals Customers Promoters

Reward ✓ **30% recurring commission**

Offer None

Others None

Private campaign (no signup link available)



Refer-A-Friend

\$0 **0** **0** **0**
Revenue generated Referrals Customers Promoters

Reward ✓ **1 free subscription months**

Offer ✓ **5% discount coupon** [friendsandfamily](#)

Others None

[Promoters Sign Up Link](#) | [copy link](#) (tip: open link in incognito for 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://shrs1.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:



GOAFFPRO

<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

Demo account:

FirstPromoter

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?

01

A banner set



03

Copy
Swipes



03

Demo
products
or demo
accounts



02

Product feed in
case of ecommerce



04

GIFs and
screenshots

