BONUS CAMPAIGN
APPROVAL EMAIL PROGRAM BI
TEXT LINKS REPOR
KEYWORDS

SHAREASALE
WELCOME KIT

FOUR CHECKLIST
WEEK

WIDGETS DATAFEEDS
FFILIATE RECRUITMENT CREATIVE
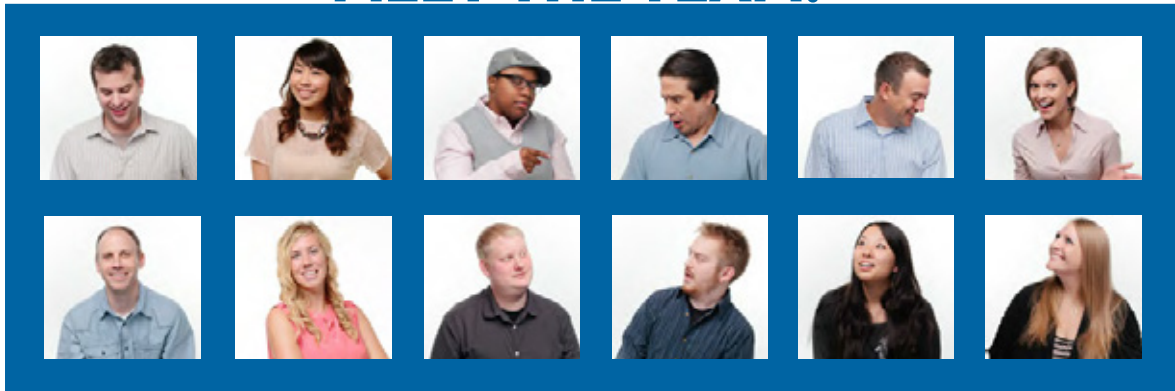COMMUNICATION
BANNERS PROGRAM
COUPONS/DEALS
NEWSLETTERS

>> **EVERYTHING YOU NEED TO GET STARTED**

>> **4 WEEK CHECKLIST TO BUILD YOUR PROGRAM**

CONGRATULATIONS & WELCOME!

MEET THE TEAM!

⭐ **SALES TEAM**
initial contact

⭐ **SUPPORT TEAM**
day-to-day help

⭐ **CLIENT SERVICES TEAM**
strategy & best practices

THE HELP CENTER

Submit Help Tickets Directly to the Support Team
View Common Questions in the Knowledgebase
Check out the Library of Downloadable Tutorials

24 HOURS A DAY / 7 DAYS A WEEK / 365 DAYS A YEAR

HOW TO USE
THE WELCOME KIT
IN 4 EASY STEPS!

1. Complete the kickoff checklist.

2. Ask questions! If you need help - call us.

3. Review ongoing, daily management tasks.

4. Begin active recruitment efforts.

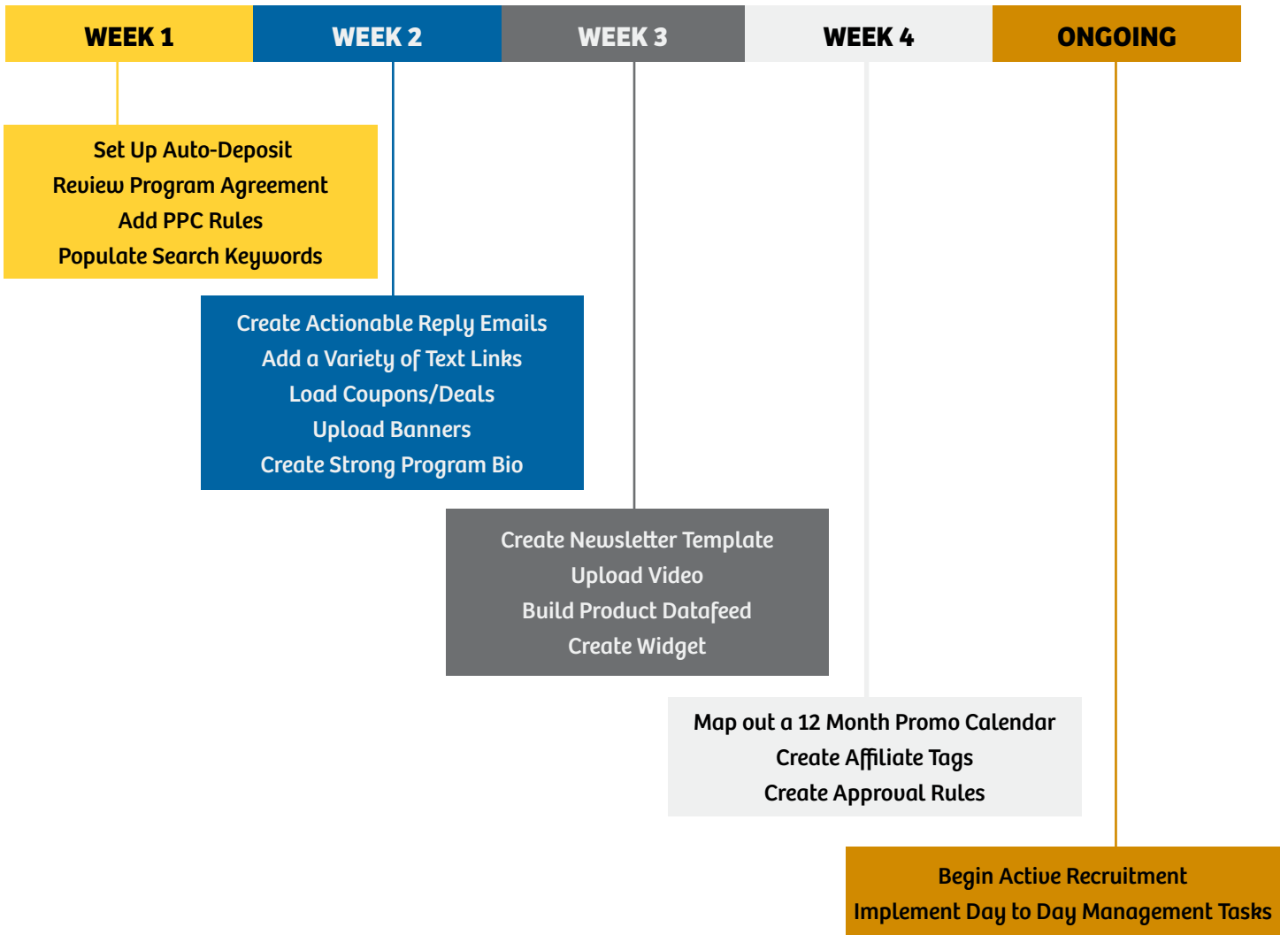312-321-0487

ShareASale@ShareASale.com

MERCHANT CHECKLIST

Your Affiliate Program is LIVE! Now What? Great Question -- The Merchant Development Team at ShareASale has put together a handy Checklist outlining the most important tasks to complete in the first four weeks of launching a program, as well as a few ongoing tasks for down the road.

THE TASK AT HAND	WHERE IS IT LOCATED?	PAGE	COMPLETED?
Set Up Auto-Deposit	My Account Tab > Setup Auto-Deposit	PG. 5	☐
Review Program Agreement	My Account Tab > Edit Settings	PG. 6	☐
Add PPC Rules (if applicable)	My Account Tab > PPC Bidding Rules	PG. 6	☐
Populate Search Keywords	My Account Tab > Edit Settings	PG. 7	☐
Create Strong Program Bio	My Account Tab > Edit Settings	PG. 8	☐
Create Actionable Reply Emails	My Account Tab > Edit Settings	PG. 9	☐
Upload Banners	My Creatives Tab > Add Creatives	PG. 11	☐
Add a Variety of Text Links	My Creatives Tab > Add Creatives	PG. 11	☐
Load Coupons/Deals	My Creatives Tab > Post Coupon/Deal	PG. 11	☐
Create Widget	My Creatives Tab > Widget	PG. 11	☐
Upload Video	My Creatives Tab > Video	PG. 11	☐
Build Product Datafeed	My Creatives Tab > Product Datafeed	PG. 13	☐
Create Newsletter Template	My Affiliates Tab > Send Newsletter	PG. 15	☐
Create Affiliate Tags	My Affiliates Tab > Affiliate List	PG. 17	☐
Create Approval Rules	My Account Tab > Edit Settings	PG. 17	☐
Map out a 12 Month Promo Calendar	Outside the Interface	PG. 18	☐
Begin Active Recruitment	- - - -	PG. 19	ONGOING
Day to Day Management	- - - -	PG. 20	ONGOING

WEEKLY TIME LINE

It's important to finish the checklist in a timely manner, however it does not have to be done in one day. Most Merchants choose to complete the checklist over a four week period. The final tasks are more of an ongoing process to be done throughout the life of the program. Here is our recommended four week schedule.

WEEK 1	WEEK 2	WEEK 3	WEEK 4	ONGOING

WEEK 1
Set Up Auto-Deposit
Review Program Agreement
Add PPC Rules
Populate Search Keywords

WEEK 2
Create Actionable Reply Emails
Add a Variety of Text Links
Load Coupons/Deals
Upload Banners
Create Strong Program Bio

WEEK 3
Create Newsletter Template
Upload Video
Build Product Datafeed
Create Widget

WEEK 4
Map out a 12 Month Promo Calendar
Create Affiliate Tags
Create Approval Rules

ONGOING
Begin Active Recruitment
Implement Day to Day Management Tasks

READY, SET, GO!

AUTO-DEPOSIT

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

Auto Deposit is an essential key to recruitment and successful program management. This tool helps to ensure your account will always be funded. If an account goes offline or runs out of funds, Affiliate links break.

SETUP AUTO DEPOSIT - NO EXTRA FEE

Your information will be sent securely through Authorize.net, a trusted provider of secure credit card transactions.

Please turn my Auto-Deposit ON: ✓

Please turn my Auto-Deposit OFF: _____

⭐ **LOW BALANCE TRIGGER =** $500

When my balance reaches my low balance trigger, please deposit this amount: $300

From the following funding source:
(ShareASale currently accepts MC, Visa and American Express transactions)

⭐ **TIP: YOUR BALANCE SHOULD, AT ANY TIME, COVER A TOTAL OF FIVE DAYS WORTH OF AFFILIATE COMMISSIONS.**

HOW CAN AUTO-DEPOSIT HELP?

ON VACATION?
If your account goes low during a time when you are not in the office such as a weekend or holiday, you won't have to worry about going offline.

SPECIAL ICON!
Merchants setup on Auto Deposit receive a unique icon that appears during an Affiliate Search for new Merchant programs.

NO DEAD LINKS.
If a Merchant program goes offline, Affiliate's sites are filled with dead links — which could force them to replace those links with other programs if the situation is not rectified quickly.

DID WE MENTION...

AFFILIATES ❤️ AUTO-DEPOSIT!

COMPLETE!

FIVE

PROGRAM AGREEMENT

PROGRAM AGREEMENT = YOUR CONTRACT WITH AFFILIATES

This is your legally binding agreement with Affiliates. So any program restrictions that will be enforced will need to be added here. Without an agreement, your program technically and legally speaking has no restrictions. Here are a few examples of what could be included in a Program Agreement:

- TRADEMARK REGULATIONS
- EMAIL MARKETING POLICY
- FTC DISCLOSURE REQUIREMENTS
- GROUNDS FOR TERMINATION
- SOCIAL MEDIA POLICY
- COUPON/DEAL POLICY
- SPECIAL COMMISSION RULES
- PAY PER CLICK BIDDING RULES

⭐ Popular Discussion Points ⭐

⭐ PAY PER CLICK BIDDING RULES

There are many Affiliates who specialize in PPC Bidding. If you currently run any PPC Campaigns (Google AdWords, Yahoo! Search Marketing, Microsoft adCenter, etc), it would be beneficial to put a few restrictions in place for Affiliates. These restrictions should be placed within your ShareASale Account in TWO separate places (see below). Spell out which keywords are restricted, and if there is a bid maximum. Be as specific as possible.

(1) IN THE PROGRAM AGREEMENT (MY ACCOUNT > EDIT SETTINGS > PROGRAM AGREEMENT)
(2) IN THE PPC BIDDING RULES (MY ACCOUNT > PPC BIDDING RULES)

⭐ COUPON & DEAL AFFILIATES

In the current economic situation, the number of coupon based websites has increased as consumers tend to shop around looking for the best deal.

There are several different types of coupon Affiliates, from a coupon aggregator to a mommy deal blog. This is your Affiliate Program - so it is your choice to decide with whom to work. Some Merchants choose to work with all coupon Affiliates and some choose to hand select or restrict certain coupon Affiliates. Whatever you decide is best for your program, be sure to explain your policy within your Program Agreement.

Below are a few examples of how a Merchant may choose to work with a coupon/deal Affiliate:

- WORK WITH ALL COUPON AFFILIATES
- WORK WITH HAND-SELECTED COUPON AFFILIATES
- WORK WITH ZERO COUPON AFFILIATES

- RESTRICT THE TYPE OF COUPON AVAILABLE
- REDUCED COMMISSION FOR COUPON AFFILIATES
- RESTRICT USER-SUBMITTED COUPONS

...ETC

COMPLETE!

SEARCH KEYWORDS

⭐ IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

The program search keywords are listed on your edit settings page. There are a few tips we would recommend when filling out the search keyword list:

1. **ALL CHARACTERS:** Use all 255 characters allotted in your search keywords.

2. **SINGULAR SPELLING:** Save characters by including the singular spelling rather than plural spellings.

3. **EXACT MATCHES:** Exact matches on phrasing will rank higher in the search results, just like they would in a browser search. So use full phrases on items that are most relevant for your program. For example, if you sell toothpaste, a common phrase might be whitening toothpaste. You can save characters by breaking up less relevant phrases with a comma (Crest, fluoride, toothpaste).

4. **MISSPELLINGS:** If you have characters remaining in your search keywords, include some common misspellings.

5. **KEEP IT SIMPLE:** Don't over think it! Include the phrases and keywords that best represent what you are all about. Remember that Affiliates have the ability to choose how they want to sort the list of search results, so relevancy is just one option for the results order.

TAKE A LOOK FROM AN AFFILIATE'S POINT OF VIEW:

Search by Keyword: | travel

SEARCH RESULTS

| Keyword Matches | Stats | Details | Previews |

Example Travel Name
www.exampletravel.com
Category: Travel
ID: 12345   Active On: 5/1/2000

[Join Program]

10.00%
Per Sale

Organization Name: ✔	Program Keyword: ✔
Web Address: ✔	Program Bio: ✔
Product Match: ✔	Product Matches (185)

✔ The Keyword Search looks for matches in the following categories: Organization Name, Web Address, Product Match from Datafeed, Program Search Keywords and Program Bio. A green checkmark will appear next to each section that contains a match.

COMPLETE!
SEVEN

PROGRAM BIO

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

When an Affiliate is looking for a new program to join within the ShareASale Affiliate Interface, they will be presented with a description that you, the Merchant, has provided. This is your opportunity to make a great first impression about what your program has to offer. Don't be afraid to beef up your Program Bio to convey how wonderful your website and program are.

SHAREASALE

THE COMPANY

1 **INTRODUCTION.** Include a brief paragraph about your company/products. Describe what makes you unique and competitive.

THE PROGRAM

2 **PROGRAM DETAILS.** Bullet all the reasons Affiliates should partner with you. Some examples could include:

- COMMISSION RATE
- COOKIE DURATION
- COUPONS
- PERFORMANCE INCENTIVES
- REGULAR NEWSLETTERS
- DATAFEED
- CONVERSION RATE
- AVERAGE ORDER
- EXTENSIVE CREATIVE CATALOG

MARKETING OPPORTUNITIES

3 **MARKETING OPPORTUNITIES.** Think about the different audiences that your product or service can be targeted to. By highlighting this information, you may spark an idea with Affiliates about ways they could promote your offer. Data could include niche, site demographics, seasonality, and marketing verticals.

THE PRODUCTS

4 **IMAGES.** The Program Bio can be created in HTML. Take advantage of this to create a description that has the same feel and branding as your site. You could include a few product images to give potential Affiliates an idea of what you sell.

THANK YOU!

5 **CONTACT INFORMATION.** Do not forget to include your Affiliate manager's name, phone, and email. You want to let the Affiliates know that your program is actively managed by someone that will be responsive to their questions and inquiries.

COMPLETE!

EIGHT

AUTO-REPLY EMAILS

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

The auto-approval email (also called the welcome letter) is the email that an Affiliate receives when he/she is approved into your program, and is one of the most important pieces of communication that the Affiliate will receive from you. It is their first introduction to your program and a great opportunity to provide the Affiliate with tools they can use to get active right away.

EACH MERCHANT ACCOUNT HAS **3** AUTO-REPLY EMAILS

AUTO-APPLY EMAIL

Received by Affiliates upon application to your program.

WHAT TO INCLUDE
BRIEF REVIEW OF THE PROGRAM
TIME FRAME OF APPROVAL PROCESS (1-DAY, 24-48 HRS, ETC)
CONTACT INFORMATION

THE GOAL

TO SET EXPECTATIONS ON APPROVAL STATUS.

AUTO-DECLINE EMAIL

Received by Affiliates upon being declined to your program.

WHAT TO INCLUDE
NOTIFICATION OF DECLINED APPLICATION
POTENTIAL REASONS FOR THE DECLINE
CONTACT INFORMATION

THE GOAL

TO GIVE YOUR AFFILIATES THE OPPORTUNITY TO STATE THEIR CASE.

AUTO-APPROVAL EMAIL

Received by Affiliates upon approval to your program.

WHAT TO INCLUDE
LOTS! SEE EXAMPLE NEXT DOOR!

THE GOAL

TO MOVE YOUR AFFILIATES INTO ACTION.

COMPLETE!

NINE

AUTO-APPROVAL EMAIL EXAMPLE

SHAREASALE

DATAFEED DOWNLOAD - DEALS & COUPONS - BANNERS/LINKS - CONTACT US

Dear Jane,

① BRIEF OPENING PARAGRAPH
A brief opening paragraph (a few sentences) welcoming the Affiliate to the your Merchant program.

THE PROGRAM

② RE-STATE VALUE
Re-state values the Affiliate will receive from their partnership with you (commission rate, cookie duration, bonuses, any other Affiliate tools you provide).

MARKETING TOOLS

③ AFFILIATE MARKETING TOOLS
Provide links to some Affiliate marketing tools such as banners, products, coupons or text links

our network works for you and you pay only for sales generated
customized solutions - low fees
no adware, no spyware

SHAREASALE
TRUE PERFORMANCE MARKETING

BANNER TRACKING CODE
`<a target="_blank" href="http://www.shareasale.com/r.cfm?b=15231&u=!!USERID!!&m=397&urllink=&afftrack=""><img src="https://www.shareasale.com/image/ACFA.gif"></a>`

CURRENT BEST SELLERS

`<a target="_blank" href="http://www.shareasale.com/r.cfm?b=76698&u=!!USERID!!&MID=`

TIP: You can use the newsletter macros to simplify this task.
p.15

MORE MARKETING TOOLS

④ GENERAL MARKETING TOOLS
Provide other tools Affiliates could use to start marketing right away. This could include some content about your products, consumer demographics, website conversion rate, seasonality, testimonials, etc.

AFFILIATE PROMOTIONS

⑤ CURRENT AFFILIATE PROMOTION
If applicable, include current Affiliate incentives, such as first sale bonus or other performance metric.

QUESTIONS, COMMENTS, CONCERNS?

⑥ CONTACT INFORMATION
List contact information, such as name and email, of the person the Affiliate can get in touch with should they have any questions.

ADD CREATIVES

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

Develop a creative inventory that targets your consumer. Affiliates can drive traffic, but you are the expert on your consumer - and what appeals to them. Good creatives can go a long way in converting Affiliate traffic. Types of creatives are as follows:

① BANNERS

A visual creative image advertisement that links to a page on your website.

FOR EXAMPLE:

② TEXT LINKS

A phrase, sentence, paragraph or any text that links to a page on your website. Text links are essentially a hyperlink.

FOR EXAMPLE:

Looking for a reliable and inventive Affiliate Network? **Check out ShareASale.com!**

③ COUPONS/DEALS

Current consumer facing promotions.

FOR EXAMPLE:

Free Shipping on orders $100+ - No Coupon Code Required!
Save 15% on all orders through 12/12 - Use Code SAVE1212
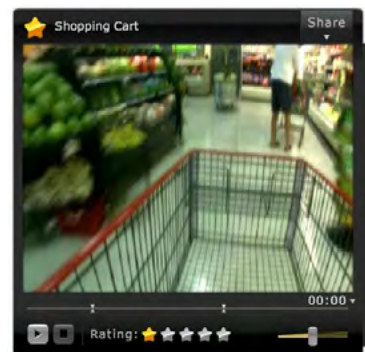
INTERACTIVE CREATIVES

④ WIDGETS

A dynamic creative that can contain banners, product links, deals, coupons and/or any other content that you would like.

**⑤ VIDEOS**

Previously recorded videos can be uploaded and linked to a page on your website.

COMPLETE!

ELEVEN

POPULAR SIZES

Each Affiliate may have different preferences surrounding the size and type of a banner advertisement. For example, some Affiliates may be looking for a skyscraper, while others might want a small 125x125 to put within a blog post. It's important to provide a wide variety of options for your Affiliates.

120 x 600

160 x 600

468 x 60

120 x 90

125 x 125

392 x 72

234 x 60

120 x 240

300 x 250

250 x 250
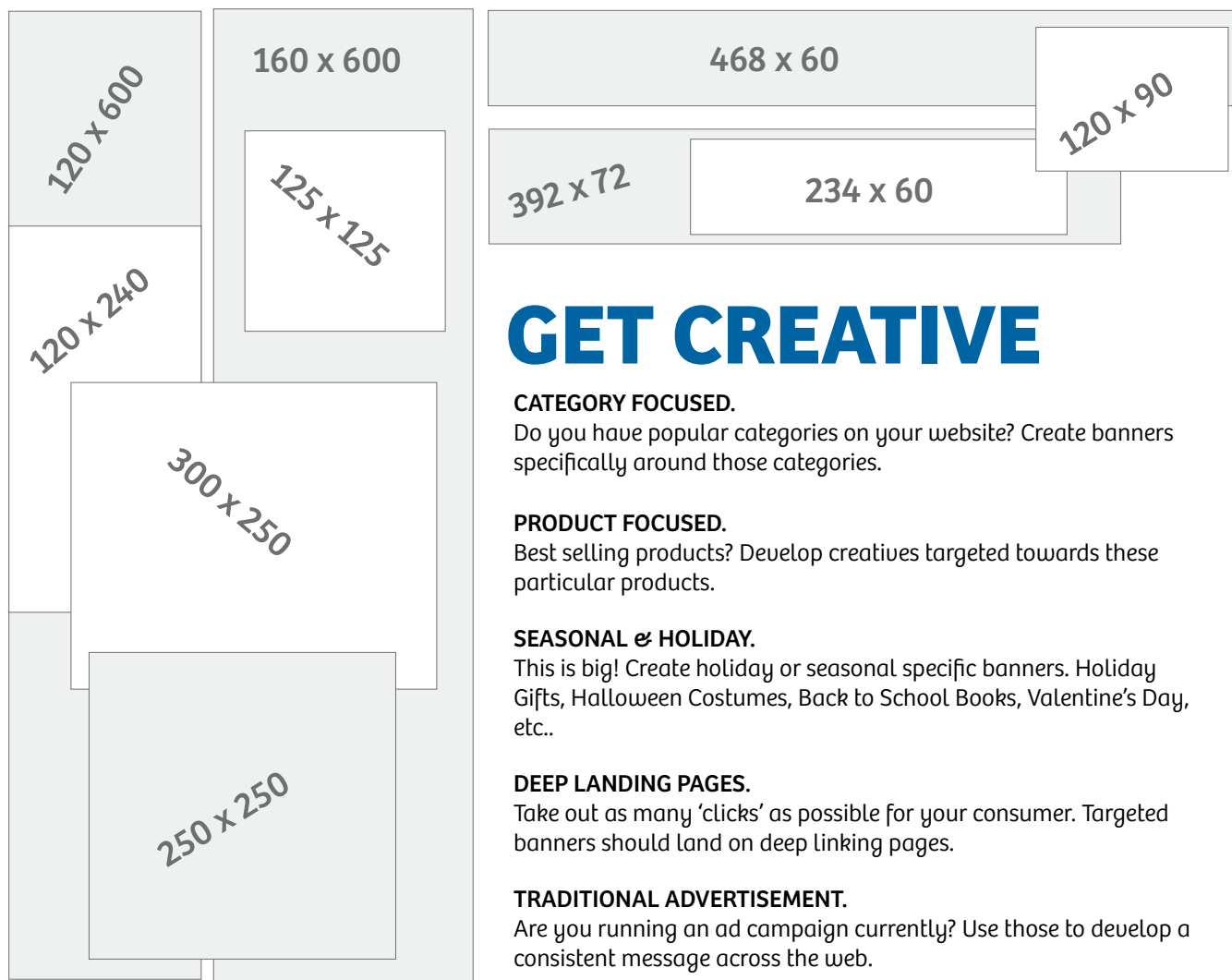
GET CREATIVE

CATEGORY FOCUSED.
Do you have popular categories on your website? Create banners specifically around those categories.

PRODUCT FOCUSED.
Best selling products? Develop creatives targeted towards these particular products.

SEASONAL & HOLIDAY.
This is big! Create holiday or seasonal specific banners. Holiday Gifts, Halloween Costumes, Back to School Books, Valentine's Day, etc..

DEEP LANDING PAGES.
Take out as many 'clicks' as possible for your consumer. Targeted banners should land on deep linking pages.

TRADITIONAL ADVERTISEMENT.
Are you running an ad campaign currently? Use those to develop a consistent message across the web.

" A well developed creative inventory will go a long way in converting Affiliate traffic. "

88 x 31

Insider Tip:
THE 88 X 31 BANNER SHOULD BE YOUR LOGO.

UP NEXT: PRODUCT DATAFEED

PRODUCT DATAFEED

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

Many Affiliates - Bloggers, Shopping Comparison Sites, Niche Storefront Pages - utilize a Product Datafeed. A Datafeed allows Affiliates to promote specific products relevant to their website, as opposed to simply displaying a banner advertisement. Affiliates can simply search your Datafeed for relevant products, and easily grab the tracking link.

WHAT EXACTLY IS IT?

...Imagine a giant spreadsheet of your entire product inventory where each row represents a specific product and each column provides product details.

HELPFUL TIPS

1

IT'S FOR EVERYONE!
You don't need a huge inventory to benefit from having a product feed. A datafeed can consist of just a handful of products.

2

TOOLS:
Lots of tools are powered by Datafeeds including the Merchant Widgets, Newsletter Macros and the Affiliate's Make-A-Page.

3

IT'S FREE:
There is no charge to utilize the Datafeed Feature on ShareASale. Merchants can upload a Datafeed up to 31x per month; with no limit on number of products.

4

AUTOMATIC UPDATES:
You can automatically upload your datafeed via FTP access. To set up, submit a Help Ticket including the static IP address from where you will be uploading the feed.

5

KEEP IT UP-TO-DATE:
Affiliates can see the date of the last datafeed upload. So even if your inventory doesn't change frequently, submit a fresh upload at least once a month.

AFFILIATES ❤ DATAFEEDS!

COMPLETE!

THIRTEEN

AT THE VERY LEAST...
THESE CATEGORIES ARE <u>REQUIRED</u>

DATA TYPE	WHAT IS IT?	AN EXAMPLE, PLEASE!
SKU	A unique value, specific to one product.	5A5256, 45894, or any unique value...
URL	Direct URL to the product.	http://www.mystore.com/product5A5256
PRICE	Listed price of the product.	19.99
CATEGORY	Product category, use ShareASale Categories.*	13
SUB-CATEGORY	Product sub-category, use ShareASale Sub-Categories.*	125
MERCHANT ID	Your ShareASale Merchant ID.	25698

*Categories and Sub-Categories are listed at http://shareasale.com/m-productmassupload.cfm

BUT GO ABOVE & BEYOND...
THESE CATEGORIES ARE RECOMMENDED

DATA TYPE	WHAT IS IT?	AN EXAMPLE, PLEASE!
NAME	Name of the Product.	Sunflower Summer Dress
FULL IMAGE	Large image of the product.	http://www.mystore.com/product5A5256/image-xl
THUMB IMAGE	Small image of the product.	http://www.mystore.com/product5A5256/image-small
DESCRIPTION	Informative description about the product.	Bright and colorful summer dress great for weekend getaways ...
SEARCH TERMS	Comma separated list of product search terms.	Dress, Women's Clothing, Summer, Sunflower Dress, Casual Wear
BEST SELLERS	Notifies Affiliates that this is a best selling product.	Populate this cell with a 1 to indicate a best selling product.

NEED MORE SPECIFICS?
VISIT HTTP://SHAREASALE.COM/M-PRODUCTMASSUPLOAD.CFM

UP NEXT: NEWSLETTER

NEWSLETTERS

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

Utilize the newsletter tool to maintain consistent communication with your Affiliates. The key is to keep your newsletter relevant and concise. Think of the newsletter as your marketing toolkit for Affiliates. Include informative details that will help your Affiliates to better sell or market your product or service.

1 ### SEND IT MONTHLY

For most programs, monthly will be a fitting schedule. If your program offers a huge inventory with lots of details changing on a regular basis, it may bode well for your program to send more frequent newsletters. Just keep in mind that your efforts will have adverse effects if you begin spamming your Affiliate base.

2 ### INJECT PERSONALITY

Let the newsletter reflect who you and your company are. Affiliates receive hundreds of emails – might as well make yours interesting to read.

3 ### MAKE IT ACTIONABLE

"Actionable" as in usable. Include items that Affiliates can put to use right away. Utilize macros to include the Affiliate's specific tracking code for tools and to personalize your email.

4 ### TARGET AFFILIATES

Utilize the filters to send specifically targeted communication to certain groups of Affiliates. For example, you could send keyword lists to your PPC Affiliates, an activation newsletter to low performers with some tips on getting started, special incentives to your top performers, content tips to your bloggers...you get the picture.

AVAILABLE FILTERS

TAGS: ((Blogger)) or ((Coupon Site)) or ((Shopping Comparison))

Commissions this month: more than _____ and less than _____
Commissions total: more than _____ and less than _____
Hits this month: more than _____ and less than _____
Hits total: more than _____ and less than _____

Joined your program before _____ after _____

Affiliates from the following State: _____

Affiliates from the following Featured Programs: _____

COMPLETE!

FIFTEEN

NEWSLETTER EXAMPLE

SHAREASALE

DATAFEED DOWNLOAD - **DEALS & COUPONS** - **BANNERS/LINKS** - **CONTACT US**

Dear Jane,

1 **PROGRAM UPDATES:**
Be sure to communicate any changes with the program agreement, commission structure, cookie duration, program manager changes or any other item that pertains to the program setup.

CURRENT BEST SELLERS

2 **BEST SELLERS**
Include a few sample products of what is new and hot in your inventory.

Special Red Book
Price: $15.00
URL to Product

Black Binoculars
Price: $210.00
URL to Product

H54 Calculator
Price: $199.00
URL to Product

EXCLUSIVE AFFILIATE BONUS CAMPAIGNS

3 **BONUS CAMPAIGNS**
Include any Affiliate sales incentive or bonus campaign that is running. This can be a great opportunity to encourage Affiliates to generate sales or push a specific product.

SPECIAL PRODUCT OFFERINGS

4 **FEATURED PRODUCTS**
If you have product inventory, include content about your products or brands. Use this as an opportunity to educate Affiliates on what makes your products unique.

EDUCATIONAL CONTENT

5 **EDUCATIONAL CONTENT**
Highlight any new coupons, deals or creatives that are currently available. Be sure each of these creatives are listed within the ShareASale Interface. Make it more actionable by using macros to include the Affiliate link.

our network works for you and you pay only for sales generated
customized solutions - low fees
no adware, no spyware

SHAREASALE
TRUE PERFORMANCE MARKETING

Looking for a reliable and inventive Affiliate Network?
Check out ShareASale.com!

BANNER TRACKING CODE
<img src="https://www.shareasale.com/image/ACFA.gif">

TEXT LINK TRACKING CODE:
<a target="_blank" href="http://www.shareasale.com/r.cfm?b=76698&u=!!USERID!!&MID=397&urllink=&afftrack=

- INSERT CONTACT INFORMATION HERE -

NEED HELP?
CHECK OUT THE VIDEO TUTORIAL AT
SHAREASALE.COM!

TAGS & APPROVAL RULES

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

Affiliate Tags provide merchants with a way to segment their Affiliate list. Tags can be created to organize Affiliates and gives Merchants the ability to create specialized and targeted activation campaigns. Once Tags are assigned, Merchants can pull reports, send newsletters, provide special commission and even upload creatives that will be available only to specific Affiliate Tags.

POPULAR STRATEGIES FOR TAGGING:

CONFERENCE MANAGEMENT	PERFORMANCE MANAGEMENT	PROMOTIONAL METHODS	VIOLATION MANAGEMENT	STORES MANAGEMENT*
ASW 2013	Top Performer '12	MommyBlogger	Strike 2 - Coupon	SampleStore1
BlogHer 2011	VIPs	Coupon/Deal	Strike 1 - PPC	SampleStore2
Meetup-Oct2012	Top Gainers '12	PPC Affiliate	Strike 1 - Twitter	SampleStore3

*Applicable for Merchants using ShareASale StoresConnect.

✓SEND NEWSLETTER ✓DEVELOP A BONUS CAMPAIGN

✓OFFER A COUPON/DEAL ✓SET A SPECIAL COMMISSION

✓CREATE A BANNER ...ALL BY A SPECIFIC TAG!

AFFILIATE APPROVAL RULES CAN SAVE YOU TIME!

One of the most time-consuming and time-sensitive tasks of managing an Affiliate program is reviewing the applications. Affiliates don't like to wait and Merchants want to make sure applications are carefully reviewed. Custom Affiliate approval rules can help cut that load significantly. You set up the filters to automatically approve or decline only those Affiliates who meet the criteria you select.

WHAT FILTERS ARE AVAILABLE?

There are over fifteen auto approval filters available to Merchants, including Affiliate Location, Specific Account Details, Promotional Techniques and Adult Content.

AUTO-APPROVAL EXAMPLE
"I want to auto approve US Affiliates with a Full Membership Level and who have a Top-Level Domain that does NOT use coupons or incentives."

"Auto decline any Affiliate who uses Coupons and is NOT from US or Canada." **AUTO-DECLINE EXAMPLE**

Tip: Approval Rules can be used for more than just auto approving or auto declining. If your program is currently set-up to Auto Approve everyone, you could use Approve Rules to Pend those applications that you know you may want more time to review.

COMPLETE!

SEVENTEEN

PROMO CALENDAR

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

Take an hour to sit down and draft out a full editorial calendar. By having a marketing plan in place for the year, you will be more organized and ready to put out meaningful and rich communication to Affiliates. Create a plan with the following items:

1 **THEME**
The monthly theme is going to be the overall message or item that brings together all marketing tools provided for a given month. Look for events that could tie into the product line such as movie and video game releases, sporting events, product launches, product sales seasonality, fashion shows, pop culture events, and even holidays.

2 **MARKETING TOOLS**
Utilizing the theme selected for the month, create some new creative or highlight creatives that coincide with the theme. This could mean providing a storefront of related products, creating new banners, publishing consumer coupons or uploading related text links.

3 **AFFILIATE PROMOTION/BONUS**
Provide Affiliates with an incentive that will entice them to generate more sales for the program. Don't be afraid to get creative with the bonuses and offer promotions in addition to the common cash for sales bonus.

FOR EXAMPLE

	January	February
Theme	Snow Day	Dr. Suess
Affiliate Coupon	BOGO Sleepwear	15% off Dr. Suess
Banner Request	468x60: Winter & 300x250: Winter	125x125: Suess & 160x600: Suess
Product Launch	Footie Sleepwear	Dr. Suess Hats
Affiliate Promotion	Generate $2,500 in footie sleepwear, receive sleepwear for a year	Drive $1,000+ in Dr. Suess product sales, get VIP commission for all sales in March
Est. Spend	$1,000	$2,000
Affiliate Newsletter	BOGO Coupon, New Creative, & Promotion	Coupon, Dr. Suess Storefront, and Promotion
Qualified Affiliates	10	35

" *When the marketing plan is mapped out for the year, managers know in advance what materials to send to their Affiliates. A plan can better arm a manager to spark interest and action from Affiliate partners.* "

# COMPLETE!

EIGHTEEN

ACTIVE RECRUITMENT

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

Affiliate Recruitment is one of the most important aspects that will contribute to the growth and success of your Affiliate program. Affiliate recruitment takes on various forms. Some Affiliates will find you on ShareASale based on your program set-up, but it's also important to set aside time dedicated to planning and proactively reaching out to prospective Affiliates.

1 ### FEATURED PLACEMENTS ON SHAREASALE

Merchants can take out ad space on the ShareASale Affiliate interface. It's a great way to advertise your program to all Affiliates that are part of the ShareASale Network.
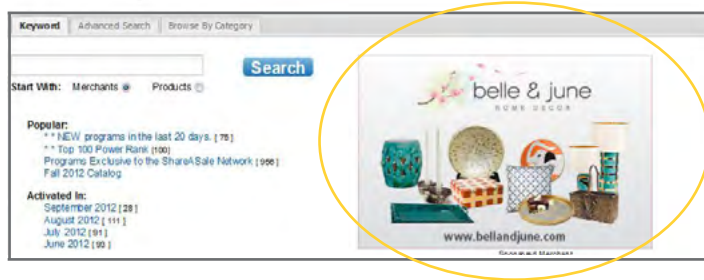
SPONSORED MERCHANT AD!

2 ### PUBLISH AFFILIATE PERFORMANCE INCENTIVES

Affiliates are like your online sales force - sometimes they need a little incentive to get motivated!

{ **REACH 5 SALES IN YOUR FIRST MONTH - GET A $100 BONUS!** }

3 ### ATTEND INDUSTRY EVENTS

There are several meet-ups and industry events you could get involved with. Face to face networking is a great way to boost recruitment and build solid relationship with your Affiliates.

ShareASale ThinkTank - Affiliate Summit East - Affiliate Summit West
Type-A-Parent Conference - BlogHer Conference - Internet Retailer

4 ### ADD CO-BRANDED PAGE TO YOUR WEBSITE

Your co-branded page is a personalized link provided by ShareASale that includes your Program Bio and a form for an Affiliate to join your program.

Co-Branded Page: http://www.ShareASale.com/ShareASale.cfm?merchantID=YOURMERCHANTID

5 ### INTERNET SEARCHES

Google some of your keywords and seek out Affiliates that have built content sites, PPC campaigns or blogs for them. When you find a site you want to work with, contact them directly with a personal message. Let them know why this would be a good partnership -- and -- send them your CO-BRANDED PAGE!

COMPLETE!

MANAGEMENT TASKS

IT'S IMPORTANT - DON'T WASTE YOUR INVESTMENT!

As previously mentioned, Affiliate Marketing is a long term growth channel. It requires regular and ongoing maintenance and management just like any other marketing campaign. Affiliates are a part of your team now, so be sure to work on the ongoing tasks presented below to ensure a successful program!

DAY-TO-DAY MANAGEMENT

Provide Affiliate Support & Answer Questions
Review Affiliate Applications - Approve or Decline
Datafeed Upkeep - Ensure Accurate Data
Creative Maintenance - Review Relevancy of Creatives

ONGOING RECRUITMENT

ShareASale Featured Programs
Attend Industry Events
Internet Searches for Relevant & Potential Affiliates
Publish Affiliate Performance Incentives

CONTINUOUS & TIMELY COMMUNICATION

Monthly Newsletters
ShareASale Affiliate Aquarium
Personal/Company Blog
Various Social Media Outlets
Participation in Affiliate Forums

REPORT GENERATION & ANALYSIS

Transaction Detail
Weekly Progress
Affiliate Timespan
Banner Performance
Monthly Payment Review
Affiliate Comparison
Year in Review

Closing Tip

Try to remember to keep the focus on the quality of Affiliates rather than the quantity. It can be easy to focus only on the number of Affiliates in a program but the effort should be on finding quality affiliates who will help grow a program.

Concentrate resources on Affiliates who are motivated and well matched to market your product or service.

COMPLETE!

TWENTY

ADVANCED QUESTIONS

Congratulations! You've made it through the Merchant Kickoff Checklist. It's likely you have a few additional questions - so we've gathered the most popular new Merchant FAQs (not discussed previously) for your reference. A few of these questions reference contacting our support team - click the "Submit A New Ticket" option in the Help Center (pg. 2).

WHAT IF I WANT TO PAY 10% ON ONE PRODUCT AND 5% ON ANOTHER?
Product commissions can be set up on a SKU level. In order to accomplish this, you will need to make changes to both your existing ShareASale tracking code and your product datafeed. If you are interested in setting up product SKU commissions, please open a support ticket and our team can walk you through the required changes.

WHY AM I GETTING SO MANY COUPON/DEAL AFFILIATE APPLICATIONS?
Upon activation into the ShareASale Network, a new program announcement is sent out via RSS Feed to all subscribing Affiliates. Typically coupon/deal Affiliates will apply for most, if not all, of these programs — as they can promote nearly every type of Merchant. Do not be surprised if the first month or two is an overload of coupon/deal Affiliates — it is very common.

WHY AREN'T MY AFFILIATES PUTTING UP MY LINKS?
It can take a little time for your Affiliates to add links to their website. Affiliates have to determine where, when and how best to promote your program based on their particular audience. Remember Affiliate marketing is a long term growth channel. You can help activate your Affiliates by providing them with solid marketing tools in your reply emails and newsletters.

WHY AREN'T ALL OF MY AFFILIATES CONVERTING SALES?
Each Affiliate program is unique, however industry-wide about 30% of a Merchant's approved Affiliates should be driving clicks, and of that 30%, about 10-15% should be driving actual sales. This does vary program to program - but should be a goal to work towards, and then a goal to beat!

HOW MUCH SHOULD AN AFFILIATE PROGRAM DRIVE IN SALES?
Again, each Affiliate program is unique, but as a general industry average, Affiliate sales account for about 10% of overall online sales. There are certainly programs who see much more than that amount, it just depends on the type of program, and pre-existing online presence.

CAN I PAY MY AFFILIATES A HIGHER COMMISSION FOR NEW CUSTOMER SALES?
Certainly! You can utilize the Advanced Commission Structures to create a "rule" that pays Affiliates a higher commission for new customers. This is an advanced features that requires a little programming and modification to your current tracking pixel. If you are interested in setting up this feature, please open a support ticket.

HOW DO I RUN THE SAME TYPE OF REPORT EVERY MONTH?
There are two ways to complete this task — one technical and one less technical. For the more tech-savvy, you can setup your API to deliver a particular report at a particular time (deliver the transaction detail report to my desktop at 12am every month-end). For the less technical, you can utilize the Saved Reports function. You can save any report by itself or as a template for future reports. These can be accessed on the particular report in question or under the "hockey puck" star in the upper left side of your account.

I INVITED AFFILIATES INTO MY PROGRAM. CAN I GET THEM APPROVED QUICKER?
You can breeze invited affiliates through the ShareASale Network Application process by "Pre-Approving" them into the network based on your invitations. This can be completed via the Edit Settings Page under "Add Custom Approval Rules".

BONUS CAMPAIGN

APPROVAL EMAIL PROGRAM BI

TEXT LINKS PROGRAM

KEYWORDS REPOR

⭐
SHAREASALE

FOUR CHECKLIST

WEEK

WIDGETS DATAFEEDS

FILIATE RECRUITMENT CREATIVE

COMMUNICATION

BANNERS PROGRAM

OUPONS/DEALS AGREEME

NEWSLETTERS