



Fourth Quarter Merchant Checklist

Task	Where?	Check!
Account Management		
Set up auto deposit in anticipation of the increased sales you will see this quarter. Consider adding a secondary funding source on file to assure your affiliate links will not break during this critical timeframe.	https://shareasale.com/m-autopaymentsetup.cfm	<input type="checkbox"/>
Avoid making any site infrastructure changes during fourth quarter as this could effect your tracking links.	your website	<input type="checkbox"/>
Shift focus to activation as affiliates are less likely to add new programs during the fourth quarter because they are focused on updating their sites with products from their existing partners.	http://www.shareasale.com/m-advnewsletter-new.cfm	<input type="checkbox"/>
Double check that your datafeed is up-to-date with in stock products. Ensure that all images, landing pages, and prices are listed correctly.	http://www.shareasale.com/m-productmassupload.cfm	<input type="checkbox"/>
Communication		
Have actionable items in welcome letter so that affiliates can get quickly activated. This could include links to datafeed, banners/text links, information about any promotions or deals going on that month, product information, etc.	https://shareasale.com/m-account.cfm	<input type="checkbox"/>
Keep in regular contact with your affiliates always, but especially during this quarter. Send monthly (at least) newsletters with hot sellers, coupons, sales content, etc. Let the affiliates know how to best market your products.	http://www.shareasale.com/m-advnewsletter-new.cfm	<input type="checkbox"/>
Be very timely with all your responses to affiliate question and concerns you receive.	Contact any affiliate directly from the "Contact" link in the affiliate's detail page.	<input type="checkbox"/>
Ensure you have full contact info listed in newsletters, welcome letter, and program bio. Contact information should include first and last name, email, phone and any other means by which you would like affiliates to contact you (i.e. Facebook, IM, twitter, Skype, etc)	https://shareasale.com/m-account.cfm	<input type="checkbox"/>
If you need to cancel or void any transactions, be sure to list a clear reason and get in touch with the affiliate to let them know the transaction has been reversed and why.	http://www.shareasale.com/m-accountactivity.cfm	<input type="checkbox"/>
Promotions/Deals		
Black Friday/Cyber Monday is a HUGE weekend for online sales. Be sure to give your affiliates any promotions or deals that you will be running that weekend by the first week of November.	http://www.shareasale.com/m-dealsdatabase.cfm	<input type="checkbox"/>
Be sure to give plenty of advanced notice for any promotions /coupons you will be running during this quarter to allow ample time for affiliates to get the deals uploaded on their sites. Load all deals/coupons in the ShareASale deals database.	http://www.shareasale.com/m-dealsdatabase.cfm	<input type="checkbox"/>
Upload gift cards to the ShareASale Gift Card Database.	http://www.shareasale.com/m-giftcardsdatabase.cfm	<input type="checkbox"/>
Create promotions that incentivize placement. Have your affiliates email you a URL that has your products, or holiday banners featured on the website. By doing so, you will open direct communication with your affiliates and you will see where you are being promoted on their site(s).	http://www.shareasale.com/m-links.cfm	<input type="checkbox"/>
Consider taking out a listing in ShareASale's Holiday Central. There are several Q4 categories to choose from such as Halloween, Thanksgiving, Christmas, New Years Eve, Hanukkah, and Winter Season. If you have products targeted to any of these holidays, it's a great way to gain some extra exposure for your program.	http://www.shareasale.com/m-holidaycenter.cfm	<input type="checkbox"/>
Creatives		
Gift guides are popular ways to promote a specific selection of products. Create a storefront of products or put together product recommendations for your affiliates. Or, if you have a datafeed uploaded, you can utilize the ShareASale widget tool to create gift guides. For example, you could create a widget with products featured by price range. Each tab could be a different price point - under \$10, under \$25, under \$50, etc.	http://www.shareasale.com/m-makeawidgetlist.cfm	<input type="checkbox"/>
Double check that the landing pages for your creatives are working. Also, deeper landing links tend to convert better than those directing to the homepage. So you might consider creating some banners for specific product categories.	http://www.shareasale.com/m-links-current.cfm	<input type="checkbox"/>