

Affiliate Marketing Business Plan Template

1: Program goals

What goals do you have for your program? What metrics will you track?

Set goals that are SMART (specific, measurable, attainable, relevant, time-bound)

2: Projected benefits

How will an affiliate marketing program benefit your business?
(Benefits are more qualitative than goals)

3: Target audience

What is your target audience for your products or services?

What is your ideal buyer persona?

4: Costs and budgeting

What are your current profit margins?

How much can you afford to spend on commissions?

Do you plan to give affiliates discount codes that activate when someone clicks on their affiliate link?

How much do you want to spend on an affiliate marketing tool?



5: Competitive analysis

What have you found out about competing affiliate programs (that are trying to track the same affiliates?)

What are their program strengths and weaknesses?

What opportunities could you take advantage of?

What threats do they pose to your upcoming program?

What can you do to make your own program stand out from the competition?

6: Affiliate software

What affiliate software are you considering?

Does the software integrate well with your existing stack of marketing tools?

How will the software let you customize your affiliate program?

What metrics does it track?

What tasks does it automate?

Will it help you keep affiliates engaged? How?



7: Affiliate commissions

What will your commission be? Will it be a flat fee or percentage of each sale?

How long will tracking cookies be active?

What must affiliates accomplish to earn a commission?

Will there be bonuses available for the highest-performing affiliates, or when affiliates achieve certain lifetime sales goals?

8: Products affiliates can promote

Can affiliates promote any products they want?

Are they only allowed to promote products you designate, such as top-selling products or products with a high average order value?

9: Affiliate manager or point person

Will you designate/hire someone as a dedicated affiliate manager?

If you don't create this role, who will be the point of contact if affiliates have questions?

What are the expectations for the manager or point person? What duties will they perform?



10: The affiliate agreement (program terms)

What terms will you include in your affiliate agreement, which affiliates must sign before they can promote you?

11: Qualities of ideal affiliates

How big (or small) should their audience be?

What platforms should they be active on?

How to know if their style and tone matches your brand's?

Do you want affiliates with previous affiliate experience?

Do you want affiliates who already know and love your products/services?

12: How you'll find affiliates

Will you look on social media?

Will you search out relevant blogs?

Will you use brand mention software?

Do you want to recruit customers who are also content creators?

Will you open an affiliate application on your website? If so, what information will you collect to screen the applicants?



13: How you'll screen affiliates

How will you make sure affiliates have all the ideal qualities you desire, before reaching out?

How to make sure they have an audience that matches yours and a track record of creating quality content?

Will you ask affiliates for a concrete plan of how they would promote you?

Will you ask them added questions via email or Zoom for screening?

How will you make sure affiliates are ethical?

14: How you'll reach out to affiliates

Will you use email, Zoom, direct messaging, or another way?

What will you say to convince them to sign on?

15: How you'll train affiliates

Will you train them through your portal, on Zoom, or another way?

Will the training be live, or set up beforehand so affiliates can complete it at their own pace?

What will you include in the training on how affiliates can and can't promote your brand?

Will you supply affiliates with free products?



16: How you'll communicate with affiliates

How will you provide affiliates with assets to enhance their content?

How will you check in on individual affiliates?

How will you keep affiliates engaged in your program and motivated to keep promoting you?

How can they contact you if they have concerns?

17: Tracking and evaluating program success

How will you track your program's ROI based on your measurable goals?

What will you tweak if the program isn't performing how you expect?

