



AFFILIATE RECRUITMENT



Over the years, one of the most common questions we receive from Merchants is, “How do I recruit more affiliates into my program?” Size and age of one’s program has no bearing on the importance of affiliate recruitment. It’s an ongoing and essential task of affiliate program management. Let’s discuss some of the most popular strategies both inside and outside the ShareASale Interface.

AFFILIATE AQUARIUM

By using the Advanced Options under People Search, you can look for affiliates that have created an Aquarium account based on their type of site and interest and send them a direct message inviting them to join your program.

PROGRAM INTEGRITY

Try to remember to keep the focus on the quality of affiliates rather than the quantity. Concentrate resources on affiliates who are motivated and well matched to market your product or service. Supply tools and up to date marketing resources to motivate your affiliates.

NICHE SEARCHES

Put yourself in the shoes of your consumers - where would your demographic be visiting? Use the power of the internet to search for new partnerships. Do keyword searches to seek out affiliates who have built content sites, PPC campaigns or blogs.

INDUSTRY EVENTS

Get involved with industry events and the community in general. If you start being involved, you can give your program some grass roots growth. Face to face networking is a great way to boost recruitment and build solid relationships.

FEATURED PLACEMENTS

Merchants can take out ad space on the ShareASale affiliate interface. This is a great way to advertise your program to all affiliates that are part of the ShareASale network. Check out the Tools Tab > Become a Featured Program to learn more.

ON-SITE WEBPAGE

Don’t miss an opportunity to capitalize on your own site visitors. Be sure to have an affiliate page on your site which describes your program and includes a link to join. This link can be your co-branded page.

HELPFUL TIPS

WHEN CONTACTING AN AFFILIATE Don’t Spam! Research the Affiliate’s site. Create a concise message with legitimate stats and minimal sales jargon. Personalize! Reference exactly why they’d be a great partner. Include your co-branded page.

THINK OUTSIDE THE BOX Find related marketers who might not be in the industry yet. For example, sell hair products? Consider reaching out to salons. Sell pet products? Contact some local dog walkers.

OFFER AN INCENTIVE Consider adding a bonus to recruitment communications. For example, offer a VIP commission for a year, or a cash bonus for signing up, or double commission on the first ten sales, etc.

PLAN, PLAN, PLAN Keep a log of affiliate prospects & those already contacted. Always remember to follow up with these affiliates. Track which recruitment tactics convert best for you. Carve out regular time that is dedicated solely on recruitment efforts.