

Affiliate Management Tasks for Advertisers

Selection of Affiliate Tracking /Network(s)

- Review ideal tracking solutions/networks for target markets
- Conduct competitor analysis
- Create and send Request For Proposal to shortlisted networks
- Negotiate network fees and complete paperwork
- Recruiting and commission structure recommendations

Launch Services

- Developing affiliate communication strategy
- Development of affiliate support pages and write content
- Create program description and Terms & Conditions
- Install affiliate tracking pixel
- Test affiliate tracking pixel
- Completion of "Pre-launch" checklist
- Promote advertiser to affiliate marketing community and initial recruitment

Ongoing Tasks

- Program analysis and optimization
- Affiliate segmentation and promotion analysis
- Come up with new creative, banners, content units and text links
- One to one affiliate recruitment from Azam Marketing's 9,000 strong global databases
- Affiliate recruitment using Azam Marketing's inhouse JemRob 2™ System
- Answer queries from hundreds of affiliates via email, Messenger, telephone, forums
- Write and send a weekly, fortnightly or monthly affiliate newsletter
- Post on relevant online marketing forums to recruit affiliates
- Attend 40+ online marketing events per annum to PR affiliate program & recruit affiliates
- Arranging competitions to attract attention and incentivise affiliates
- Work in close collaboration with the affiliate network support contacts
- Monitoring suspicious activities and dealing with fraudulent affiliates
- Scrubbing invalid and poor quality leads
- Updating and maintenance of affiliate resource/support site
- Suggest improvements or report issues with program
- Maintain the content of affiliate FAQ and support pages
- Seasonal and product/manufacture based promotions and incentives
- Strategies for activating new affiliates and retaining existing ones

Plus a lot, lot more. With over 100,000 affiliate programs already in the world, it requires a high degree of specialist skill to help a new affiliate program stand out from the crowd and be successful.

