

Checklist

Build your own influencer affiliate program

Alignment on Goals and Expectations

- Establish clear goals & expectations
- Set the budget for building, maintaining and running the program
- Agree on timelines for launch, reaching out to influencers, making the first campaigns live, and expected month over month growth of the program.

Research

- Identify your target audience
- Explore their search behaviours
- Find relevant keywords
- Find the ideal influencer types for your niche.

Analyze

- Choose the right affiliate partners based on their:
 - active social media channel
 - audience size and engagement
 - brand alignment.
- Create an outreach strategy for influencers and affiliates
- Create a marketing strategy to promote your affiliate program.

Build & launch

- Decide on affiliate commission structures and incentives
- Choose and set up your affiliate management software
- Outline an onboarding process
- Design a compelling landing page for the affiliate program
- Create marketing materials and establish brand guidelines
- Conduct outreach and negotiate with potential affiliates
- Onboard affiliates into your system.

Program management and payment

- Manage affiliate commissions and ensure timely payments
- Maintain regular communication with affiliates
- Provide ongoing support with fresh marketing materials and campaign ideas.