

# 3 Steps to signing up with an Affiliate Program

Publishers come in many different shapes and sizes and each can leverage their own marketing methods in the affiliate channel. Regardless of how you prefer to market, joining an affiliate program is a huge opportunity for you to increase your revenue!

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Signing up for an affiliate program is a simple process. When finished, you will be ready to begin making money through the affiliate channel. Here's how to get started.

## 1 Open an account with an Affiliate Tracking and Reporting Platform

THERE ARE TWO DIFFERENT TYPES OF PLATFORMS

### AFFILIATE NETWORK

A 3rd party network where publishers have a choice of working with one or many merchants. Among the most popular networks are: Commission Junction, ShareASale, Rakuten LinkShare, LinkConnector, ImpactRadius, AvantLink, Affiliate Window, etc.

### IN-HOUSE AFFILIATE PROGRAM

A program managed directly by the online merchant

In most cases it is free to join an affiliate network and/or program.

NOTE: There are not many differences between affiliate networks and in-house programs, some merchants utilize both strategies. Often, advertisers have an in-house affiliate program, as well as, work through an affiliate network.

Do your research on which affiliate platform best suits your own needs. This includes the reputation of the affiliate platform.

### THE PROCESS TO OPEN AN AFFILIATE ACCOUNT IN ANY PLATFORM IS SHORT AND SIMPLE:

1. Click on the publisher "Join" button to fill out an application form
  2. Enter your contact details, which includes company name, website address, your name, address, email address, country, and preferred language
  3. Choose currency
  4. Include your intended promotional methods- how do you intend to promote the merchant? Be as detailed as possible- such as email marketing, SEM, or display ads
  5. Select appropriate category of your website, e.g. sports and fitness
  6. Specify current monthly unique visitors to your website
  7. Must agree to the network's terms and conditions for participating in the program/s
  8. You are required to select/set-up a password for your new account
- \*Remember to take note of the login and password you created as you will need this to sign in to the network after approved.

## 2 Choose a merchant affiliate program

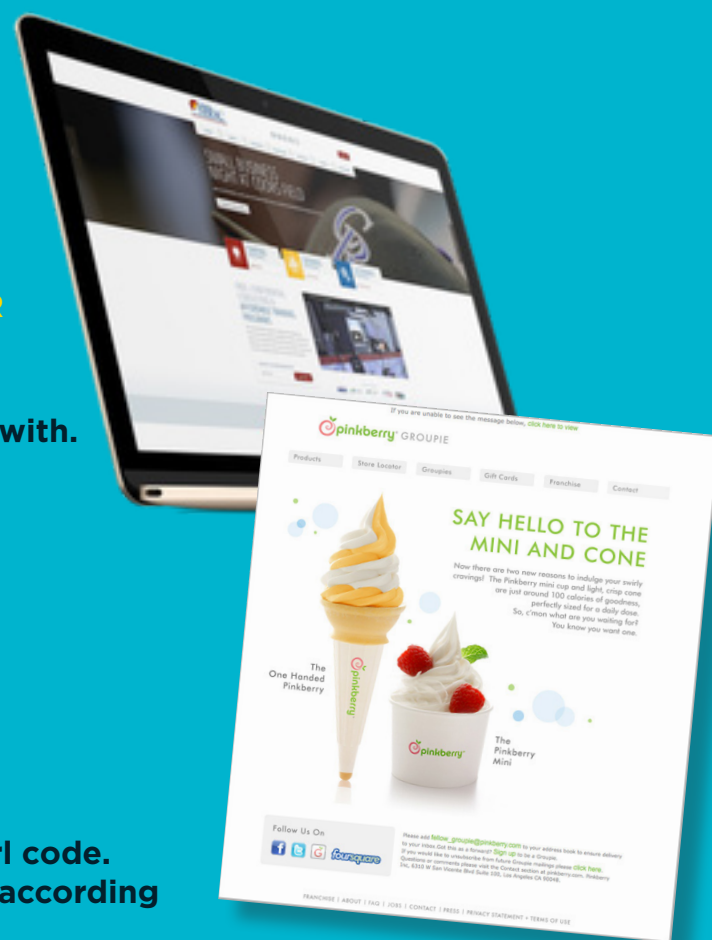
### KEY ELEMENTS TO LOOK FOR WHEN CHOOSING A MERCHANT'S AFFILIATE PROGRAM:

QUALITY	YES	NO
A good reputation	x	
Restrictions on promotional methods (no Trademark keyword bidding)	x	
Cancellation rate- how often are conversions or leads reversed by the merchant	x	
Competitive/high commissions payouts- recurring commissions are always attractive. Be aware of any restrictions such as the merchant only paying on new customers	x	
Cookie life - the period of time between when a customer clicks through to merchant's website, and when the actual conversion or sale occurs. The longer the cookie life period the better	x	
Creatives and Promotional tools- banners, text links, widgets, product feeds, video or APIs. There should be a wide range of tools to choose from	x	
High converting website and affiliate landing pages	x	
EPC - Earnings Per Click (100 clicks) how much on average have other affiliates made in that program. This will help you more accurately project your potential earnings within the program	x	
Affiliate Manager - It's important to have fast, friendly and efficient affiliate management support for any affiliate program	x	

## 3 Start promoting merchant offers on your website!

### HOW TO RETRIEVE THE BANNERS, TEXTLINKS AND OTHER MEDIA FROM THE AFFILIATE NETWORK.

1. Go to the Creatives/Link section of the merchant you want to work with.
2. Sort the Creatives/Links by the following criteria:
  - Link Type - Banners, textlinks, widgets
  - Promotion type
  - Schedule
  - Language
  - Target Country/Serviceable Area
  - Category
  - Events
  - Banner Size
3. Choose the creative/link type offer you want to promote.
4. Copy and paste the code which could be html, javascript or click url code.
5. Implement onto your website or marketing medium; methods vary according to the Content Management System that supports your website.



### Top Affiliate Networks/Platforms - US

- Commission Junction - [www.cj.com](http://www.cj.com)
- ShareASale - [www.shareasale.com](http://www.shareasale.com)
- Rakuten LinkShare - [www.linkshare.com](http://www.linkshare.com)
- LinkConnector - [www.linkconnector.com](http://www.linkconnector.com)
- ImpactRadius - [www.impactradius.com](http://www.impactradius.com)
- AvantLink - [www.avantlink.com](http://www.avantlink.com)
- Affiliate Window - [www.affiliatewindow.com](http://www.affiliatewindow.com)