

AFFILIATE PROGRAM OUTLINE

The following is a guide to establishing your companies "Affiliate Program"

The Challenge: Implementing an effective online affiliate campaign.

Technology:

- Affiliate software installed on your site (multiple options depending on how complex you want your program to be.)

Complexity:

What type of program do you wish to implement?

- 1) Simple, just want to get my clients to share a link or post on their social
- 2) Moderate, I'd like clients to share but also be able to recruit visitors to store and site with a landing page and application
- 3) In Depth, I'd like to provide a dashboard, with reporting and tracking so affiliates can see how effective their shares have been, have access to creative to encourage more shares and be able to even recruit others to become affiliates

Commission:

What level of commission will you pay or is it a flat referral fee based on booking?

_____ % Commission (note payouts can be set to be paid via PayPal or manually)

_____ \$ Referral Fee

Creative:

What types of creative will you provide to the affiliates?

- 1.) Graphics
- 2.) Ads
- 3.) Videos
- 4.) Email
- 5.) Other _____

Recruiting:

How will you recruit potential affiliates?

- Social media with link to a landing page
- In store via QR code
- Email to current client list
- Email to potential partners for cross branding and collaborations
- Other_____

Onboarding:

- How will you onboard new and potential affiliates?
- Direct Sign up with or without review?
- Brief Application to qualify affiliates and/or identify potential collaborations
 - (Sample Questions Include:)
 1. Can you tell us about your platform and audience?
 2. What types of content do you typically create?
 3. Have you promoted similar products or services in the past?
 4. How do you plan to promote our salon on your platform?
 5. What is your audience engagement like?
 6. How do you disclose affiliate relationships to your audience?
 7. What are your expectations regarding commission rates and payment terms?
 8. Are you open to collaborating on promotional campaigns or content ideas?
 9. Do you have any questions or concerns about our salon or affiliate program?

(By asking these questions, a salon can gather valuable insights into a potential affiliate's audience, expertise, promotional strategies, and expectations, helping them make informed decisions when selecting affiliates for their affiliate program.)

Terms & Conditions:

What will your conditions for payout be? Minimum Threshold reached, Monthly etc....