Building and Managing Affiliate Program - Affiliate Recruitment

Even the best commission plan means little if you don't have affiliates signing up. Recruitment is critical. Let's see how SaaS companies successfully recruit the right affiliates.

Leverage existing users and fans

- invite users to join affiliate programs via **email** or **in-app notifications**
- add an **affiliate program link** in website footer or user dashboard

Firstly, your happy customers or even free plan users can be great affiliates since they already know the value of your product. Many companies invite users to join affiliate programs **via email or in-app notifications.** If someone loves your tool, earning money by recommending it is a natural next step. Consider adding an affiliate program link in your website footer or user dashboard where enthusiasts can discover it easily.

Target relevant influencers/content creators

- reach out to them with a personal note = **highlight high commission rates**, any notable **existing affiliate,** and provide a quick summary of **why your product is great**

Next, identify bloggers, YouTubers, and social media influencers who cover your industry or complementary topics. For instance, if you have a developer tool, find tech bloggers or YouTubers reviewing software tools. Reach out to them with **a personal note introducing your affiliate program and how it could benefit their audience.** Often, this is done via an affiliate manager's outreach. Make it enticing: **highlight high commission rates, any notable existing affiliates or customers,** and **provide a quick summary of why your product is great**.

Take the time to research properly - follow potential affiliates on social media, and start networking on LinkedIn and in communities to find the right partners. It takes effort, but picking and inviting good affiliates yields higher quality than just waiting for sign-ups.

Check out affiliate networks and marketplaces

There are also established affiliate networks like **Impact**, **CJ Affiliate or ShareASale.** Also you can explore SaaS-specific ones like **PartnerStack** or **Rewardful**, where affiliates often

look for programs to join. Listing your program on these can give you visibility to thousands of potential affiliates. One report notes that **over 80% of brands use affiliate marketing in general** and many leverage platforms to manage it.

Provide marketing assets & support

- provide **ready-to-use assets**: banner ads, product images, pre-written descriptions, even SEO keywords

And finally, affiliates, especially content creators, appreciate when a company provides **ready-to-use assets**: **banner ads, product images, pre-written descriptions, even SEO keywords.** When recruiting, mention that you have these resources. It signals that you're serious about helping them succeed and lowers the barrier for them to start promoting.