Building and Managing Affiliate Program: Onboarding Affiliates

The next step is getting your affiliates to actively and effectively promote your product.

- **Welcome Kit:**

Provide them with a clear getting-started guide. Share best practices on how to pitch the product, target customer profiles, and which marketing channels to use.

- **Affiliate Dashboard:**

Also, you can use an affiliate management tool to give affiliates a dashboard where they can see their links, track clicks and conversions, and view payouts. Transparency in reporting motivates affiliates: they can literally watch their earnings grow in real time. Many SaaS companies use software like **Tapfiliate** or **PartnerStack** to manage this.

- **Ongoing Updates:**

You should also update affiliates with **new promos or content.** If you launch a new feature, provide announcements or social media posts they can share. Make it easy for affiliates to understand the product benefits. Some companies give affiliates a free account or demo access so they can try the product themselves.

- **Guidance:**

Next, lay out clear guidelines on branding, do's and don'ts. For instance, you might forbid affiliates from bidding on your trademark in Google Ads, or from spamming. Good affiliates will abide by rules if they're clear. Provide them points and disclaimers they might need to use - affiliates have to disclose that they earn commission, per regulations in many countries.

Successful affiliate programs tend to share a few key traits.

- **Highly competitive commissions**

First, they offer highly competitive commissions whether recurring or one-time, the rates are usually among the best in the market.

- **Support and training for affiliates**

Second, they provide strong support and training for affiliates. The best programs treat affiliates like an extension of their sales team, equipping them with resources to succeed.

- **Unique incentives or rewards**

Third, they include motivating incentives and rewards such as contests, performance-based bonuses, or public recognition within the community. These extra perks can drive engagement and loyalty.

- **Quality product that converts**

And finally, they're built around a quality product that actually converts. Affiliates talk. If they send traffic and see no sales, they'll quickly leave.

To wrap up the affiliate section: **Affiliate marketing can become a major inbound channel for SaaS when done right.** One statistic shows that **54% of SaaS marketers consider affiliate marketing one of their top 3 acquisition methods.** This indicates how prevalent it has become.

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Now that social media and affiliates have attracted people to your site or product, how do we engage them effectively to convert them into leads and eventually paying customers? In SaaS that means optimizing landing pages, using gated content to get contact info, and nurturing leads via email campaigns. Let's explore those conversion strategies.