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## **A LETTER TO THE MERCHANTS**

Dear merchants,

At some point during the life of your affiliate program, it's going to hit a wall. Your affiliate manager is going to have to think differently. They are going to have to seek out new ways of recruiting and getting affiliates active with promotions. If you haven't already examined your product line from pricing to distribution to landing page optimization, don't rush to judge the affiliates for low conversions or sales numbers. Make sure you and your team are doing everything you can to increase conversion.

Send your manager to Affiliate Summit, ShareASale ThinkTank or CJU—or all of them, ideally. Find other conferences your affiliates attend. Find out where your affiliates meet other affiliates and managers. Have your manager think like an affiliate and understand the issues they face every day in this industry. Listen to what they need and try to accommodate them as best as you can.

Review your program structure on a quarterly basis and keep things fresh. Never stop recruiting or communicating with affiliates. Stay on top of mind with them as often as possible. Hire a programmer and make sure they dedicate time to the affiliate program. Don't let things go undone for months at a time or let them get to the point where affiliates have to bribe them with donuts to get new features created. Never stop learning or teaching in the affiliate industry. You can become the next great case study or mentor. Finally, keep the programs clean. Understand how affiliates impact your other channels and other affiliates.

Sincerely,

Greg Hoffman