



Affiliate Program Management: An Hour a Day

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Affiliate Program Management: An Hour a Day Evgenii Prussakov **Affiliate marketing is hot; here's how to get your program going**

Nearly every retailer in the Internet Retailers' Top 500 has an affiliate marketing program. Now free affiliate networks, automation software, and pay-for-performance compensation models are making it easy for small businesses to take advantage of this marketing tool. In the popular *An Hour a Day* format, this guide features a detailed, real-world, task-based approach to developing, launching, and managing a successful affiliate marketing program. It explores market research, determining payment models and reporting guidelines, recruiting affiliates, crafting appropriate communications, and much more.

- Affiliate marketing programs help boost marketing efforts without incurring excessive costs; this *Hour a Day* guide provides everything merchants, business owners, and those charged with managing an affiliate program need to know
- Offers a modern, real-world, step-by-step guide to researching, launching, managing, and optimizing a successful affiliate marketing program
- Covers social media; creating policies; working with feeds, coupons, widgets, and video; creating compelling content; handling partners who are not meeting goals; and much more

Affiliate Program Management: An Hour a Day is the do-it-yourself guide to planning and maintaining a successful affiliate program.

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