Relay

Step-by-Step WooCommerce Affiliate Program Checklist

1

Planning & Setup

✔ **Set goals and KPIs**

Define what success looks like for your affiliate program.

✔ **Choose a Commission Structure**

Select a payout model that motivates affiliates and supports profits.

✔ **Define Terms & Conditions**

Establish rules for affiliate activities, commissions, and payouts.

✔ **Ensure Legal Compliance**

Follow legal guidelines, including FTC disclosure requirements.

2

Technical & Infrastructure

✓ **Set Up Registration**

Create an easy process for affiliates to join your program.

✓ **Create an Affiliate Dashboard**

Provide affiliates with access to performance metrics and tools.

✓ **Enable Tracking & Reports**

Implement tracking tools to monitor conversions and payouts accurately.

3

Affiliate Resources & Support

Provide Marketing Materials

Share banners, links, and content to help affiliates promote effectively.

Offer Incentives

Motivate affiliates with bonuses, rewards, or higher commissions.

Communicate with Affiliates

Keep affiliates engaged through updates, newsletters, and feedback.

Provide Support

Offer timely assistance to address affiliate questions or issues.

Recruitment & Growth

Recruit Affiliates

Identify and onboard high-performing partners to grow your network.

Monitor Performance

Track affiliate activities regularly to optimize results.

Scale Program

Expand your program by adding new affiliates and exploring growth strategies.

Relay

Manage and grow your WooCommerce affiliate program with Relay!

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