SETUP
AFFILIATE PROGRAM
A Definitive Guide for Merchants
Table of Contents

1. What is GoAffPro?
2. Installation & Accessing GoAffPro
3. Setup Wizard
4. Customize the Affiliate Portal
5. Setup the Affiliate Program
6. Setup your Program Settings
7. Manage your Affiliate Program
What is GoAffPro?

GoAffPro is a complete affiliate and influencer marketing solution for your store. With GoAffPro, you can build an affiliate program for your store. That will let you recruit affiliates who will refer sales to your store. In addition to this, it will also increase your brand's visibility and popularity.

Our app makes your job easy. It lets you quickly and easily set up an affiliate program for your store. The app is feature-rich, allowing for extensive customization and easy management of the affiliate program.
In this guide, we will walk you through the basic setup of the affiliate program. We will also look into other program settings that will enable you to set the affiliate program according to your requirements.

**Installation & Accessing GoAffPro**

After you have installed GoAffPro on your store, you can proceed with setting up the affiliate program.

![Supported platforms](image)

You can open up the app directly from your store's admin panel or from the goaffpro.com/merchant page (this will depend upon the store platform you use).
Setup Wizard

After you open the GoAffPro app for the first time, you will go through a setup wizard. The setup wizard will give you a quick introduction to affiliate marketing and how it works.

Next, it will take you through the basic setup of your affiliate program. Here, you will:

- Set the default commission of the program.
- Set the discount value of the affiliate coupon codes.
- Add the affiliate portal link to your store's header or footer menu.
- Customize the affiliate portal by uploading the store logo, setting the brand color, and setting the affiliate portal language.
Finally, the setup wizard will then help you test the app. In this test:

- You will create a test affiliate account.
- Click on the affiliate's referral link to check the visit getting tracked.
- Make a purchase in your store, after which the order should get recorded by the app, and the affiliate will earn the commission on the order.
After finishing the setup wizard, you can access the admin panel of the GoAffPro app.

Dashboard

The dashboard tab provides you with a quick overview of your affiliate program.

- Here, the Important Links section displays the links of your affiliate portal (landing page), login page, and signup page.
- The overview section gives you stats about your program, like the number of affiliates, sales, revenue, and commissions.
- Additionally, it showcases the recent affiliate registrations, top affiliate partners, and recent referral sales.
Customize the Affiliate Portal

Look and Feel

In the look and feel tab, you will find options to customize your affiliate portal. Here, you can customize the look of the affiliate portal's landing page, signup page, and affiliate dashboard.

Store Profile

In the Look and Feel > Store Profile section, you can:

- Set the affiliate portal URL.
- Upload the store logo to show on the affiliate portal and emails.
- Set the brand's primary color, which gets used in the buttons and header image.
Landing Page

The landing page is what people see first when they land on your affiliate portal. It displays information like the objectives and benefits of your affiliate program.

In the Look and Feel > Landing Page section, you can customize the look of the landing page of the affiliate portal. It lets you customize various sections of the landing page. Here you can:

- Add a banner to the landing page.
- Edit the text displayed on the landing page.
- Customize the card group and footer section of the portal.
Sign up Page

The signup page is where people will register for your program. You can customize the signup page by adding signup fields to collect information about the affiliates who enroll in your program.

In the Look and Feel > Signup Page section, you can customize the signup page of the affiliate portal. Here, you can:

- Choose the signup page of your choice.
- Enable additional signup fields or create new ones.
Setup the Affiliate Program

Commissions

In the commissions tab you can set up different commissions for your affiliate program. When an affiliate refers an order to the store, they will earn a commission on that order.
Default Commission: It allows you to set the commission that applies to all the products and affiliates in your program.

Product Commission: It lets you set different commissions for different products or affiliates in your program.

There are other commission options that you can set as well, like collection commissions, fixed commissions (royalties), and commission modifiers.
Coupons

In the coupons tab, you can set up referral coupon codes for your affiliates. GoAffPro supports coupon code tracking, so your affiliates can share their coupons with customers and get attributed with any sale made using their coupon codes.

Here, you can set up and enable the automatic coupons option. It will generate coupons automatically for affiliates who enroll in your program.
You can set up the discount value of the coupons and usage limits like one use per customer, the number of times the discount code gets used in total, etc.

There is also the option to set the coupon code style (so codes get generated per the style you set). Additionally, you can manually assign codes to affiliates too.
Setup your Program Settings

In the settings tab, you can set up different options for setting up your affiliate program.

General

If you want to approve or reject affiliates manually, you can go to Settings > General > Affiliate Registrations section and disable the "Auto approve registrations" option.

That will let you approve/reject affiliate accounts who enroll in your program (from the Affiliates > Pending Approval section)
In the Settings > General > Sales section, you can set up options on how commissions get calculated for sales.

- You can enable the "Include discounts" option, so commissions get calculated after deducting the total discount from the order.
- You can enable the "Disable commission for Self Referral" option, which prevents commission to affiliates for self-referral purchases.
Notifications

Our app also has the option to send email notifications automatically. Here, in the Settings > Notifications section, you can set up email notifications for yourself and your affiliates.

A welcome email is sent to affiliates when they register for your program. You can customize the welcome email from the Settings > Notifications > Welcome Email section.

You can include information in the welcome email that you deem valuable for affiliates (when they are getting started).
Payments

In the Settings > Payments > Supported Payment Methods section, you can choose to support the payment methods of your choice.

The options you select here will be displayed to affiliates in their dashboard, where they can choose the payment method and set their payment details accordingly.

In the Settings > Payments > Payment Terms section, you can set the payment terms for your affiliates. These terms will get displayed to affiliates in their dashboard. For example, if you intend to pay your affiliates monthly, you can set that as the payment terms in this option.
Manage your Affiliate Program

After you have set up your affiliate program, next comes the step of managing it. GoAffPro makes it easy for you to manage your affiliates, view referral sales and make commission payments.

Affiliates

In the Affiliates tab, you can view the affiliates registered in your program.

You view the pending affiliates from the Affiliates > Pending Approval section. You can accordingly approve or reject them.

You can go to the Affiliates > All Affiliates section. Click on the affiliate’s name to open their profile page.
It lets you view the affiliate's referral link, coupon code, statistics, or even access their dashboard.

### Affiliate Name

<table>
<thead>
<tr>
<th>Details</th>
<th>Statistics</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Email</strong></td>
<td><strong>15 Aug 2022 to 15 Sep 2022</strong></td>
<td><strong>Resend Welcome Email</strong></td>
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<tr>
<td><strong>Referral Link</strong></td>
<td></td>
<td><strong>Block</strong></td>
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<td><strong>Orders</strong></td>
<td><strong>Revoke Approval</strong></td>
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<td></td>
<td><strong>Revenue</strong></td>
<td><strong>Product Link Creator</strong></td>
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<tr>
<td></td>
<td><strong>Total Commissions</strong></td>
<td><strong>View affiliate's dashboard</strong></td>
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<td><strong>AFFILIATE 10</strong></td>
<td></td>
<td><strong>Copy link</strong></td>
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<td></td>
<td></td>
<td><strong>URL Shortener</strong></td>
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<td></td>
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<td><strong>Send email</strong></td>
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- **Add tags**
- **Add Private Note**

**Go Back**

[Image -176x-531 to 665x67]
[Image 59x413 to 535x709]
Sales

The Sales tab lets you view the sales made using affiliate referrals.

It displays information such as the date & time of the sale, order number, order amount, affiliate name, and the commission earned on it.
In the Payouts tab, you can view the pending commission payments of your affiliates.

Here, in the Payouts > Payments section, you can view the pending payments and the payment details of affiliates.

In the Payouts > Payment History section, you can view the payments made in the past.
How to Pay Affiliates?

You have two ways to pay your affiliates:

1. You can pay the affiliate outside of our app and then mark the payment as paid back in our app (in the Payouts tab) (Guide)

2. You can pay the affiliate from within the app using PayPal Payouts (after integrating it from Settings > Integrations). It lets you pay affiliates from within our app and allows for bulk as well as quick payments. (Guide)

You can checkout our documentation for more information on setting up the affiliate program and the features offered by our app.

Website: https://goaffpro.com/