

# Affiliate Marketing Program Proposal

Prepared For: [Online Shop Name]

Prepared By: [Your Company/Name]

Date: [Insert Date]

## Executive Summary

This proposal outlines an Affiliate Marketing Program designed to generate new customers and sales for [Online Shop Name]. Through a revenue-sharing model, affiliates will earn commissions by promoting your products to their audiences.

## Program Objectives

- Increase website traffic and sales
- Expand brand awareness through affiliate partners
- Establish a measurable, performance-based channel

## How the Affiliate Program Works

- [Online Shop Name] approves affiliates based on relevance and audience reach
- Affiliates receive unique tracking links or codes
- Affiliates promote products on their platforms (blogs, social media, email, etc.)
- Sales referred by affiliates are tracked and recorded
- Affiliates are paid a commission for each completed sale

## Commission Structure

Product Category	Commission Rate
All Products	[e.g., 10% per sale]

## Affiliate Requirements

- Must operate a website, blog, or public social media account
- Content must align with [Online Shop Name] brand values
- Compliance with ethical marketing standards

## Program Support

- Access to banners, graphics, and sample posts
- Real-time dashboard for tracking performance
- Dedicated affiliate manager support

## Next Steps

- Review and approve the proposal
- Sign affiliate agreement
- Set up tracking and provide assets
- Onboard affiliates and launch program

## Contact Information

For questions or further discussion:

[Your Name]

[Email Address]

[Phone Number]