

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

1. [Online Shop Name] approves affiliates based on relevance and audience reach
2. Affiliates receive unique tracking links or codes
3. Affiliates promote products on their platforms (blogs, social media, email, etc.)
4. Sales referred by affiliates are tracked and recorded
5. 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

1. Review and approve the proposal
2. Sign affiliate agreement
3. Set up tracking and provide assets
4. Onboard affiliates and launch program

Contact Information

For questions or further discussion:

[Your Name]

[Email Address]

[Phone Number]