GOAFFPRO

SETUP AFFILIATE PROGRAM

A Quick Guide for Merchants

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What is GoAffPro?

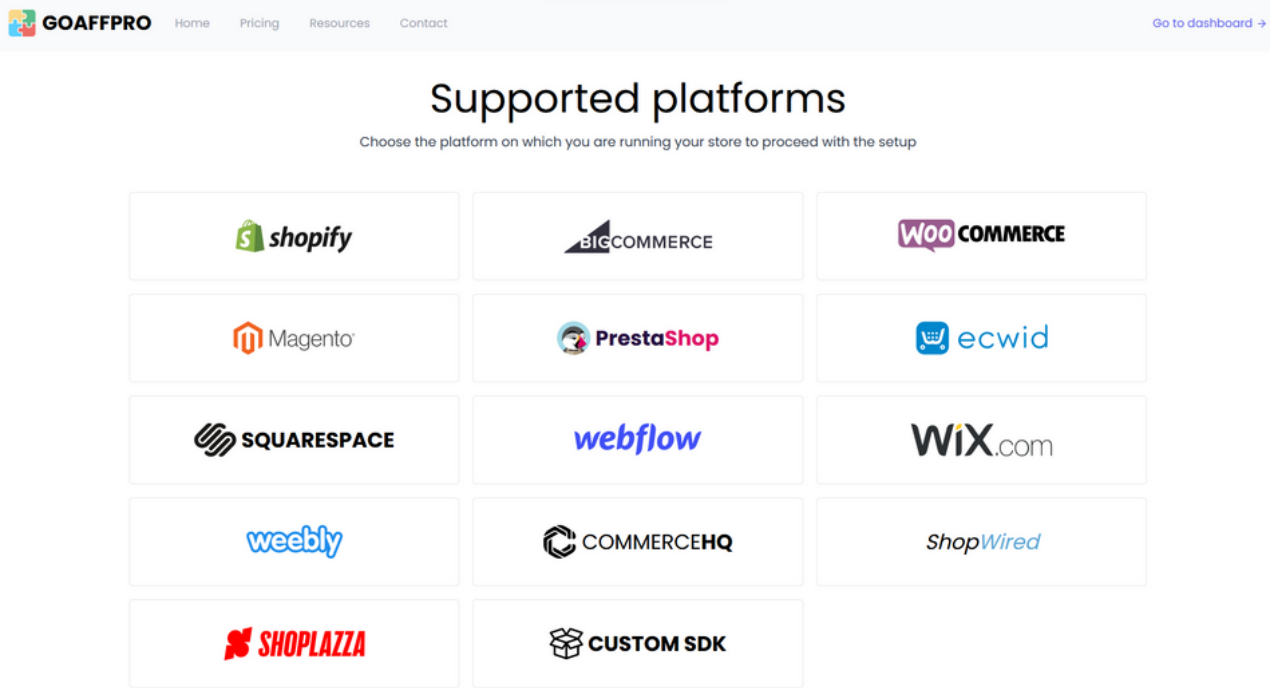
GoAffPro is a complete affiliate and influencer marketing solution for your store. With GoAffPro, you can build an affiliate program for your store. That will let you recruit affiliates who will refer sales to your store. In addition to this, it will also increase your brand's visibility and popularity.

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 quickly setting up your affiliate program.

Installation & Accessing GoAffPro

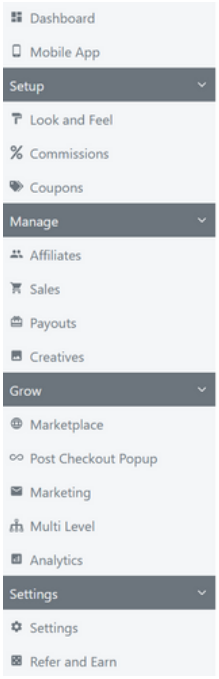
After you have installed GoAffPro on your store, you can proceed with setting up the affiliate program.

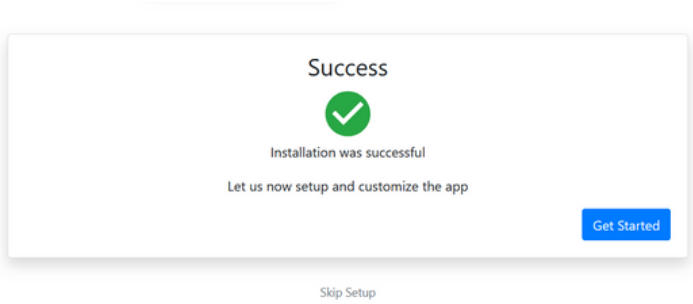


You can open up the app directly from your store's admin panel or from the goaffpro.com/merchant page (this will depend upon the store platform you use).

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.



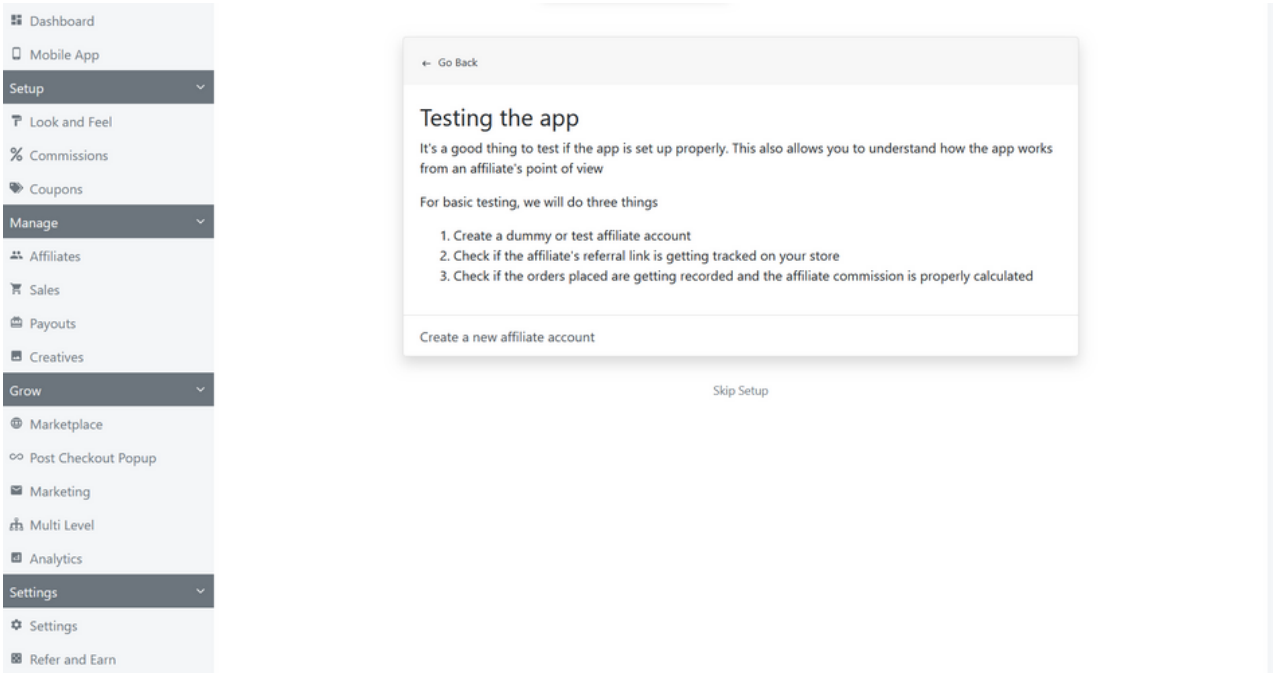


Next, it will take you through the basic setup of your affiliate program. Here, you will:

- 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:

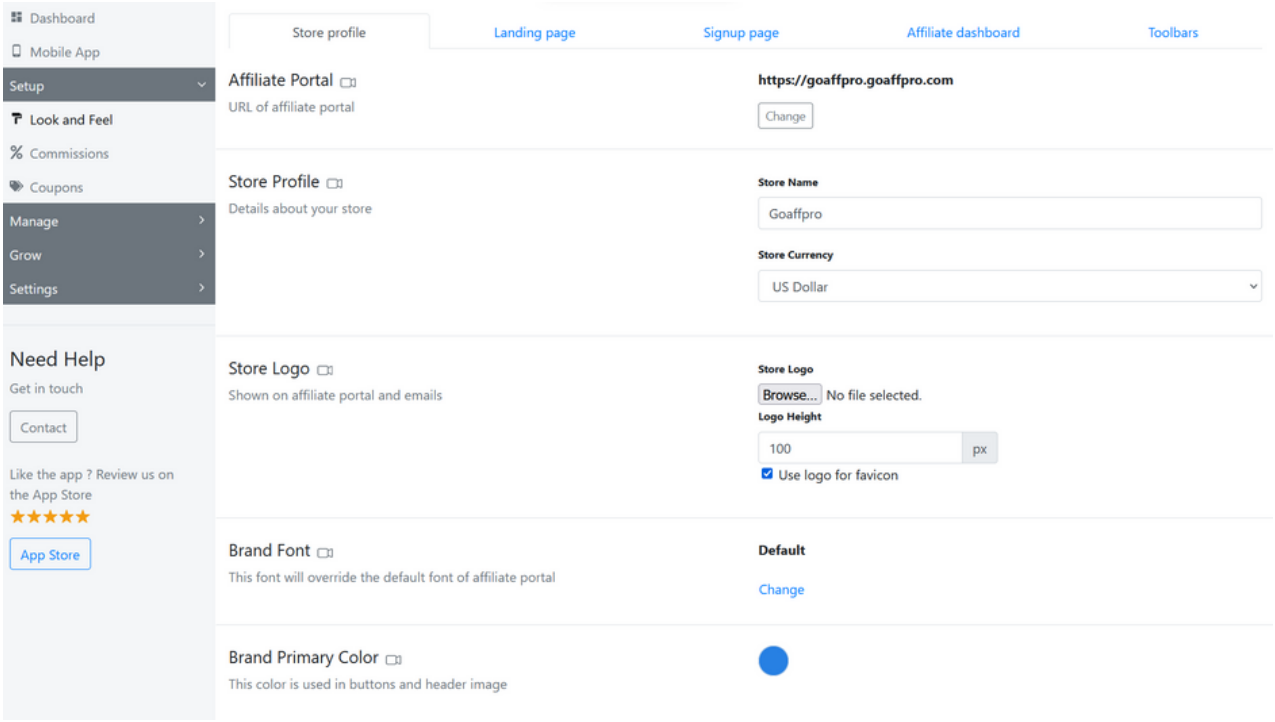
- You will create a test affiliate account.
- Click on the affiliate's referral link to check the visit getting tracked.
- Make a purchase in your store, after which the order should get recorded by the app, and the affiliate will earn the commission on the order.



Customize the Affiliate Portal

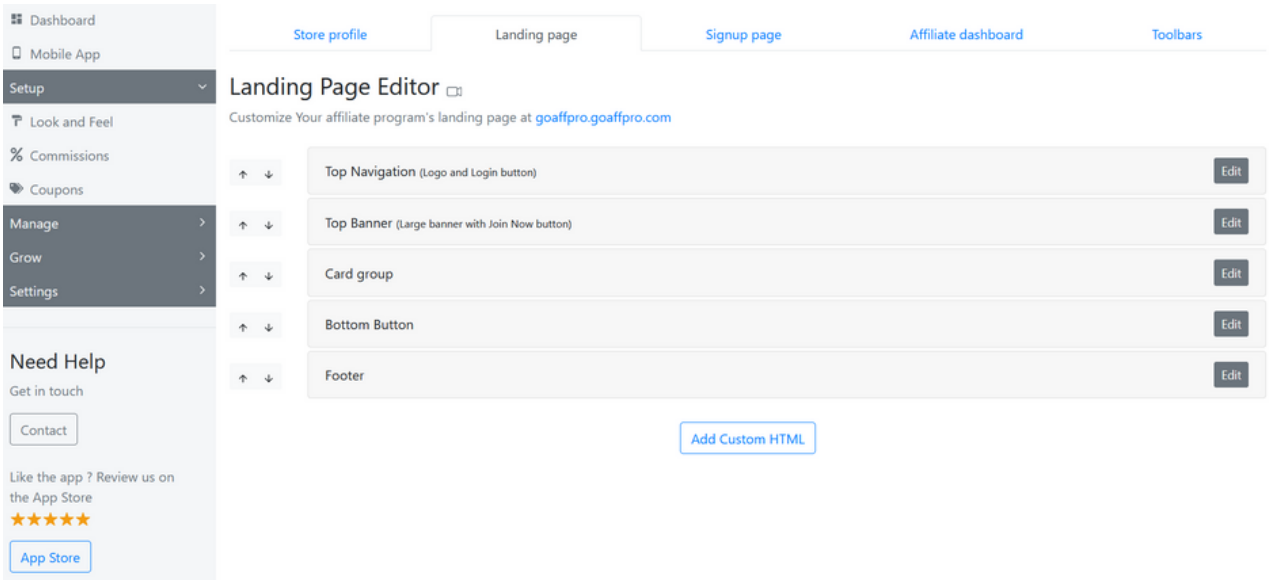
In the Look and Feel > Store Profile section, you can:

- 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.



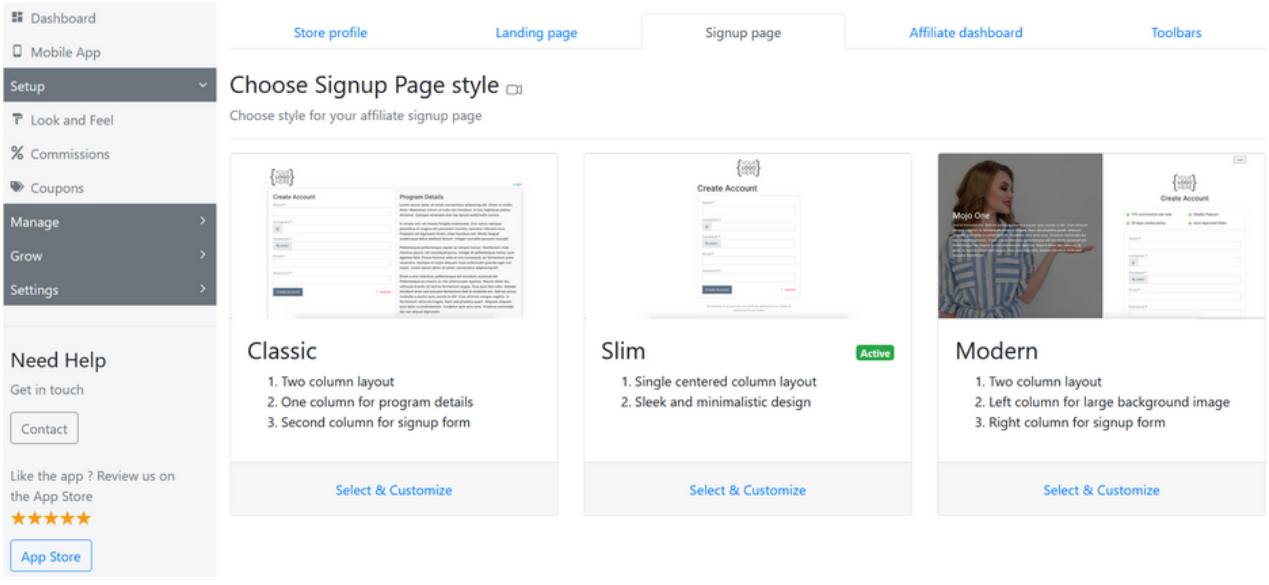
In the Look and Feel > Landing Page section: You can customize the look of the landing page of the affiliate portal. Here you can:

- 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.



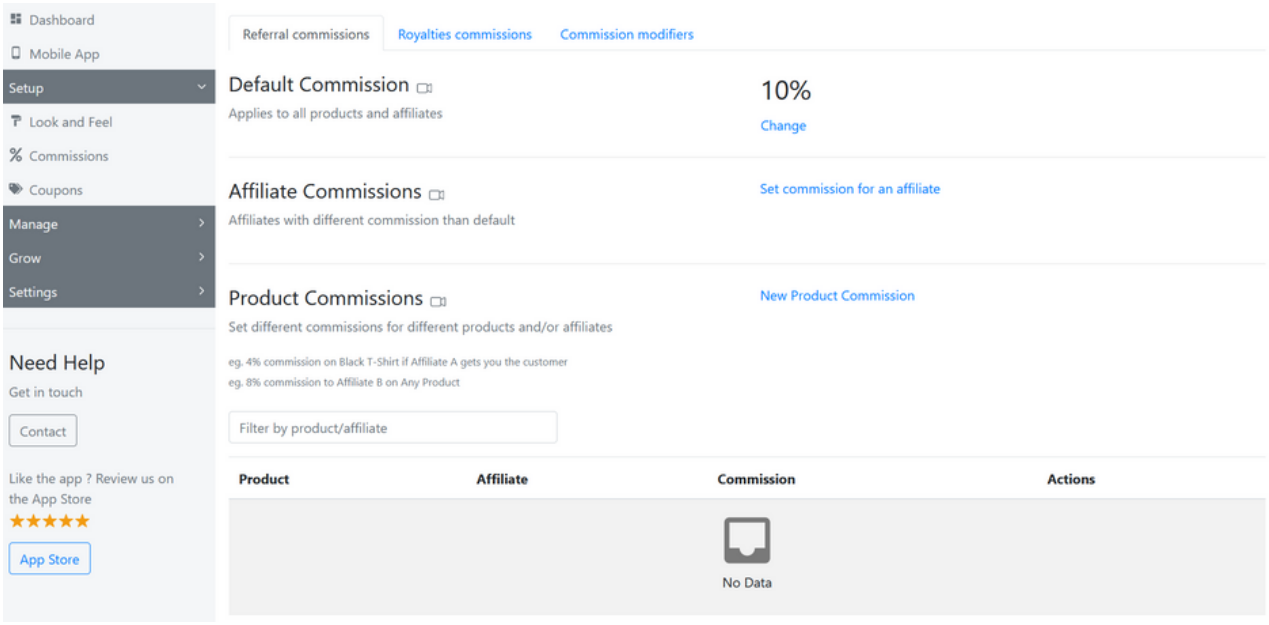
In the Look and Feel > Signup Page section: You can customize the signup page of the affiliate portal. Here, you can:

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

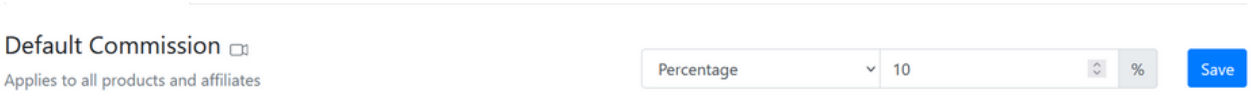


Setup the Affiliate Program

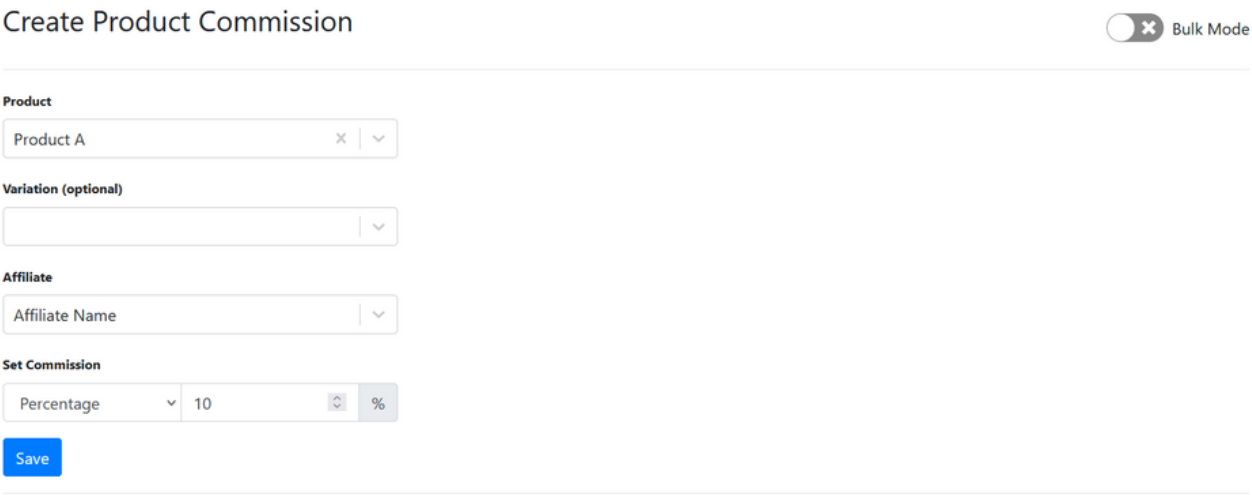
Commissions: In the commissions tab you can set up different commissions for your affiliate program. When an affiliate refers an order to the store, they will earn a commission on that order.



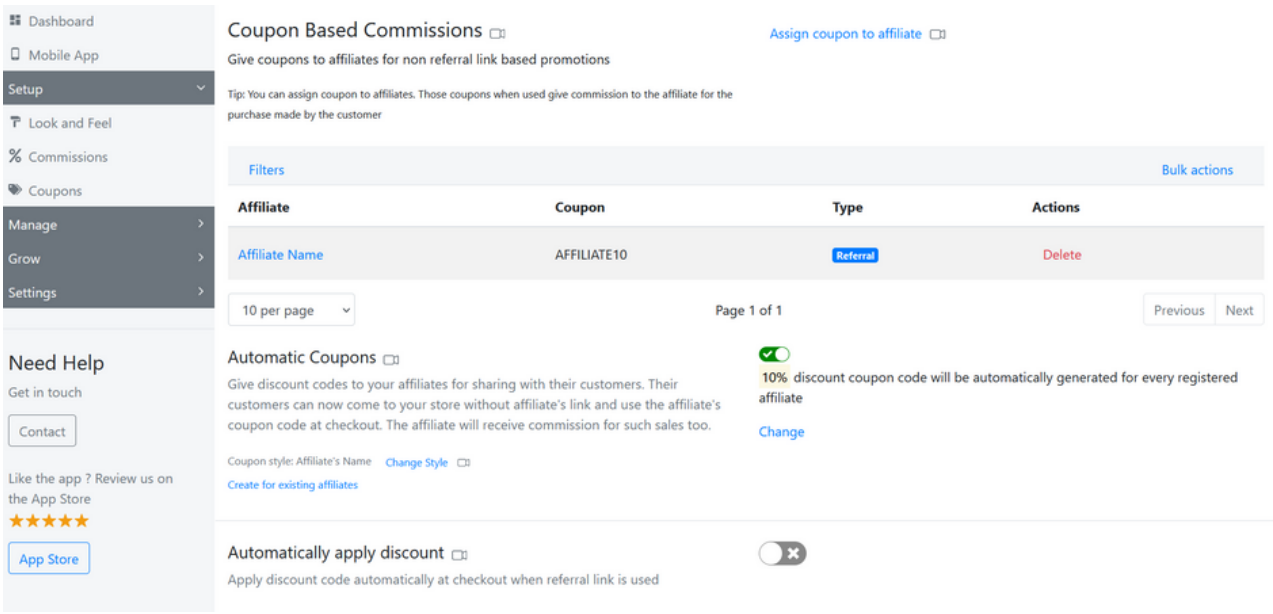
Default Commission: It allows you to set the commission that applies to all the products and affiliates in your program.



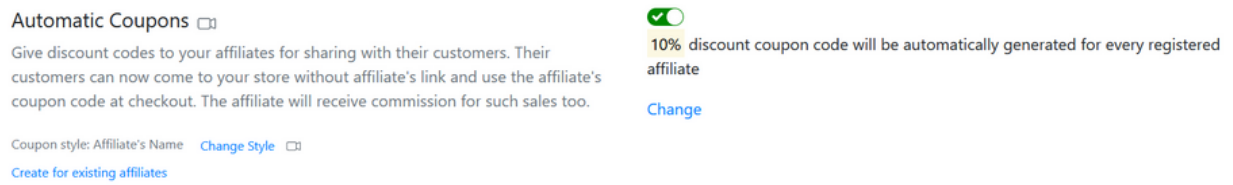
Product Commission: It lets you set different commissions for different products or affiliates in your program.



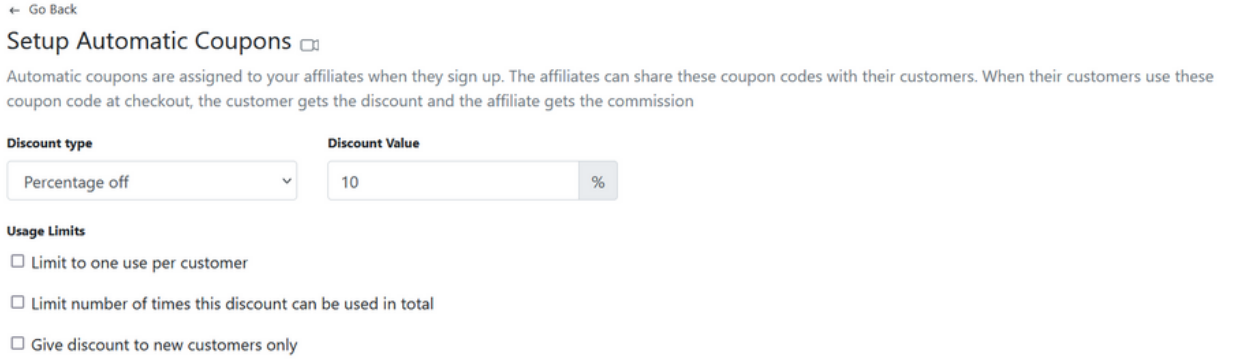
Coupons: In the coupons tab, you can set up referral coupon codes for your affiliates. GoAffPro supports coupon code tracking, so your affiliates can share their coupons with customers and get attributed with any sale made using their coupon codes.



Here, you can set up and enable the automatic coupons option. It will generate coupons automatically for affiliates who enroll in your program.

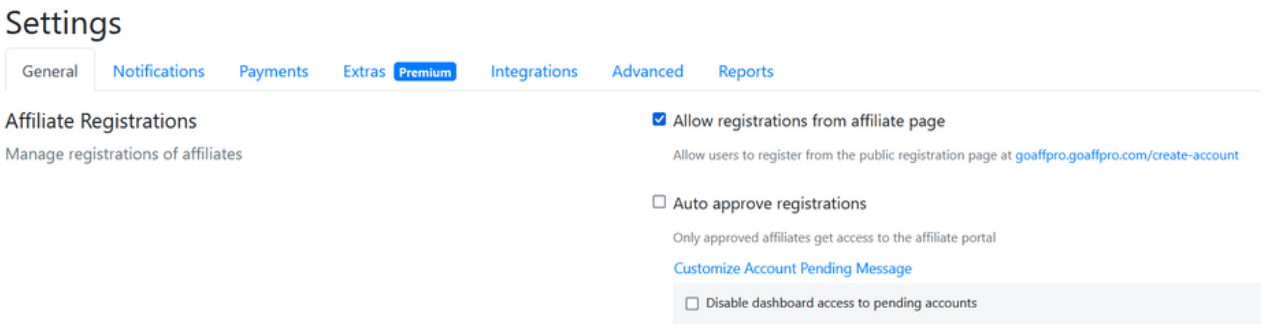


You can set up the discount value of the coupons and usage limits like one use per customer, the number of times the discount code gets used in total, etc.



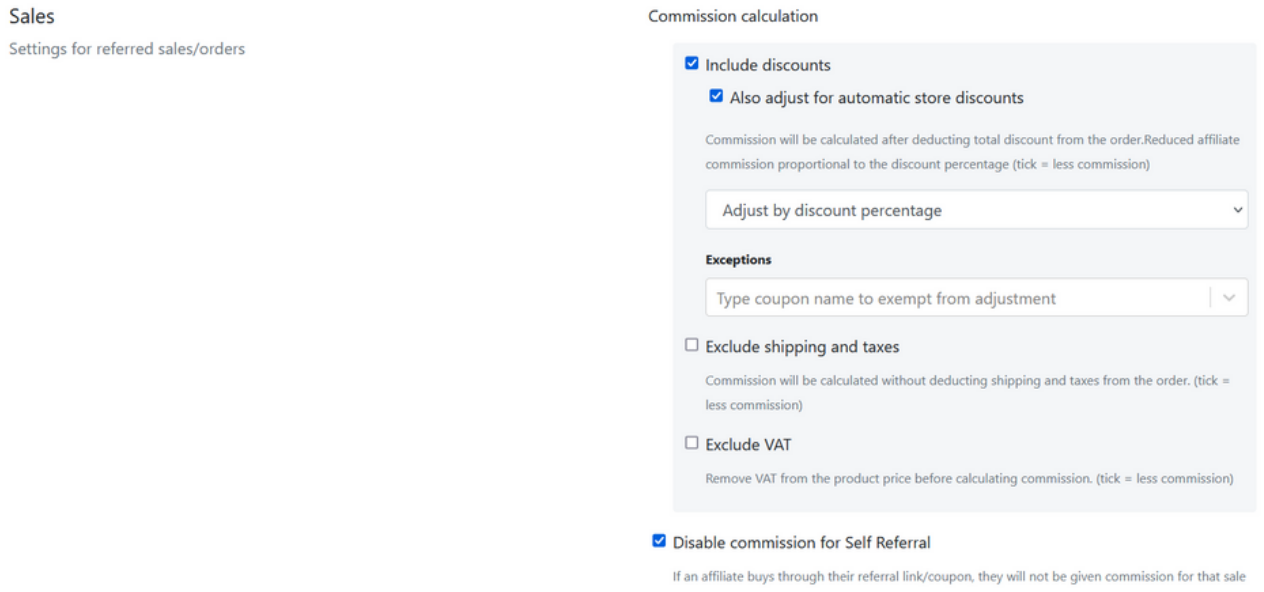
Setup your Program Settings

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.



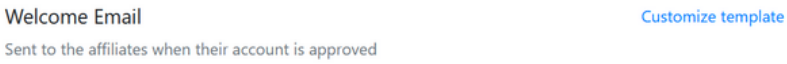
In the Settings > General > Sales section, you can set up options on how commissions get calculated for sales.

- 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.



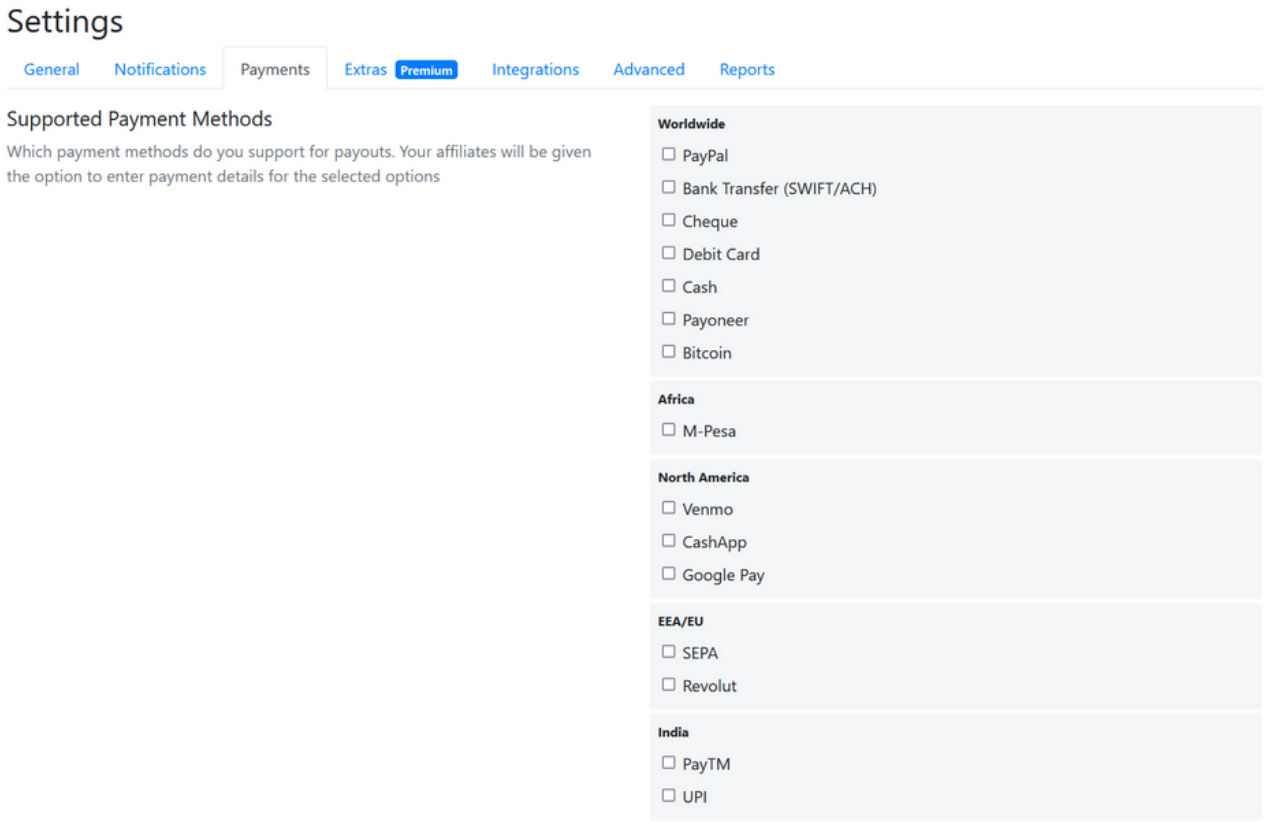
A welcome email is sent to affiliates when they register for your program. You can customize the welcome email from the Settings > Notifications > Welcome Email section.

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



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.



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)

Checklist

- [ ] Installed GoAffPro on your store
- [ ] Went through the setup wizard
- [ ] Customized your affiliate portal
    a. Store profile
    b. Landing page
    c. Signup page
- [ ] Setup default commissions rate of the program
- [ ] Setup automatic coupons option for affiliates
- [ ] Customized the welcome email sent to affiliates
- [ ] Setup the supported payment methods for affiliates

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/

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