

Q4 checklist for advertisers

Prep + planning

- ☐ Review Q4 2017 strategy/results to shape Q4 2018 campaign
 - Identify top publishers, sale periods, successful placements, etc.
 - Conduct internal SWOT analysis to highlight strengths/weaknesses
- ☐ Define goals/expectations for Q4 (KPI, ROI, ROAS, etc.)
- ☐ Identify specific Q4 holidays to participate in
- ☐ Plan your promotional calendar and communicate to your Awin account manager by Oct 31
- ☐ Determine placement budget
- PRO TIP:** Consider negotiating TM+ rights with search partners for maximum reach
- ☐ Ensure your website is optimized on both mobile and desktop for increased Q4 traffic (no Q4 development work!)
- ☐ Complete all new publisher recruitment by Oct 31

PRO TIP: Most publishers will not accept new partners in Q4

Review Advertiser interface account

- ☐ Check that your program overview is current and relevant with statistics and details
- ☐ Update/confirm profile image and brand logo (88 x 31)
- ☐ Update/confirm T&C's and PPC policy
- ☐ Update/confirm key search terms to be monitored by your account manager for compliance
- ☐ Update/confirm all relevant users have access to your account
- ☐ Update/confirm datafeed is seasonally relevant and accurate
- ☐ Review pending validations every 15 days
- ☐ Review Creative Performance report to identify top-performing banners/sizes

Communicate

- ☐ Update 'My Creative' under the Links & Tools tab
 - Add seasonally-relevant banners and remove old ones
 - Update click thrus and landing page URLs
- ☐ Update new affiliate sign up email under the Account tab to quickly activate new publishers
- ☐ Review pending publisher applications
- ☐ Consider contacting inactive affiliates to re-engage prior to Q4
- ☐ Compile contact information for top publisher "hit list"

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Program exposure

- ☐ Add evergreen promotions to 'My Offers' under the Links & Tools tab
- ☐ Consider exclusive coupons (work with your account manager to determine strategy)
- ☐ For each promotion added, brainstorm a creative title
- ☐ Ensure offers have a call to action and link to the relevant page

PRO TIP: Create landing pages for specific promos and deals

- ☐ Post on TheHub and discuss additional exposure methods with your account manager
- ☐ Communicate promotions and deals directly to top 20 publishers
- ☐ Book all exposure by Oct 31

PRO TIP: Placements can be paid for via Awin. Ask your account manager for details

- ☐ Under the Publishers tab, review 'Opportunity Marketplace' for niche placements
- ☐ Request Q4 media decks from your top publisher "hit list"
- ☐ Request exposure proposals from top publishers (\$, sales, etc.)
- ☐ Compile list of all required assets for booked exposure and dates

PRO TIP: Schedule bonuses or commission changes ahead of time

- ☐ Take screenshots of placements and request copies of newsletters

Program maintenance

- ☐ Check monthly period comparison on your dashboard daily for a quick pulse of program performance month over month and year over year
- ☐ Check top publishers have correct offers, creative and links
- ☐ Review inventory weekly to avoid affiliates promoting an out of stock product
- ☐ Review your budget and performance to consider booking last-minute exposure
- ☐ Consider running a competitor Q4 promotional analysis