

1

Prep and planning

Review last year's Q4 strategy to shape new campaign

- ◉ *Identify and apply to new advertiser programs*
- ◉ *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 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.

2

Review merchant interface account

Check that your program overview is current and relevant with statistics and details

Update/confirm profile image and brand logo

Update/confirm T&C's and PPC policy

Update/confirm all relevant users have access to your account

Update/confirm datafeed is seasonally relevant and accurate

Update/confirm commission rates

Review pending validations every 15 days

Set up auto-deposit

Pro Tip

Visit the [Program Academy](#) training portal for a refresher on the platform, tools and technologies.

3

Communicate

Review pending publisher applications

Consider contacting inactive affiliates to re-engage prior to Q4

Compile contact information for top publisher "hit list"



4

Program exposure

Consider exclusive coupons and performance-based incentives

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.

Upload BF & CM deals to the Deals section, adding the following keywords: Black Friday, Cyber Monday, blackfriday, cybermonday

Communicate promotions and deals directly to top 20 publishers

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

Book all exposure by Oct 31

Pro Tip

Schedule bonuses or commission changes ahead of time.

Take screenshots of placements and request copies of newsletters

5

Program maintenance

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

