



Standard Operating Procedure (SOP) for Adding Affiliates Using AffiliateWP in WordPress

Purpose:

To streamline the process of adding and managing affiliates on a WordPress website using the AffiliateWP plugin.

Scope:

This SOP is intended for WordPress administrators or managers responsible for overseeing the affiliate program.

Responsibilities:

- WordPress Site Administrator
- Affiliate Program Manager

Procedure:

- Install and Activate AffiliateWP:
 - Ensure AffiliateWP is installed and activated on your WordPress site. If not, purchase, download, and install it from the official website.
 - Navigate to the WordPress dashboard, go to 'Plugins', and activate AffiliateWP.
 - Configure AffiliateWP Settings:
 - Access AffiliateWP settings via the WordPress dashboard.
 - Configure the general settings including currency, referral rate, and payout settings.
 - Set up email notifications, registration forms, and terms of service as necessary.
 - Creating an Affiliate Registration Page:
 - Create a new page in WordPress for affiliate registration.
 - Insert the AffiliateWP registration shortcode to display the registration form.
 - Promoting the Affiliate Program:
 - Utilize your website, social media, and email marketing to promote your affiliate program.
 - Direct potential affiliates to the registration page.

- Managing Affiliate Applications:
 - Review incoming affiliate applications in the AffiliateWP dashboard.
 - Approve or reject applications based on your program criteria.
 - Providing Affiliates with Resources:
 - Once approved, provide affiliates with access to their own affiliate dashboard via AffiliateWP.
 - Supply them with necessary marketing materials, affiliate links, and instructions on how to use them.
 - Tracking and Reporting:
 - Monitor affiliate performance and track referrals through the AffiliateWP reporting tools.
 - Ensure accurate tracking of clicks, referrals, and commissions.
 - Paying Commissions:
 - Process affiliate payments as per the payout schedule.
 - Ensure payments are made accurately and on time.
 - Communicating with Affiliates:
 - Maintain regular communication with affiliates.
 - Provide updates on promotions, product launches, and changes to the program.
 - Regular Review and Compliance Checks:
 - Regularly review the performance of the affiliate program.
 - Ensure compliance with legal requirements and your terms of service.
 - Updating AffiliateWP and Add-ons:
 - Keep AffiliateWP and any add-ons up to date to ensure security and functionality.

Documentation and Record Keeping:

- Keep detailed records of affiliate registrations, activity, and payments.
- Document any changes or updates made to the affiliate program.

Review and Update:

- Periodically review this SOP and the AffiliateWP settings to ensure they align with current marketing strategies and compliance requirements.