

1

Prep and planning

Review last year's Q4 strategy to shape new campaign

- Identify top publishers, sale periods, successful placements, etc.
- Conduct internal SWOT analysis to highlight strengths/weaknesses

Determine placement budget

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

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 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

Update/confirm commission rates in the Commission Manager tool

Pro Tip

Schedule bonuses or commission changes ahead of time.

Review pending validations every 15 days

Review Creative Performance report to identify top-performing banners/sizes

3

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"

4

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.

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

Take screenshots of placements and request copies of newsletters

5

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

