YOUR  
LOGO

**COMPANY NAME**

AFFILIATE MARKETING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your affiliate marketing program. We help businesses expand their reach and increase sales by building and managing performance-based affiliate partnerships.  
  
This proposal outlines how we can assist [Client Name] in developing and executing a successful affiliate marketing strategy.

# Problem or Opportunity

[Client Name] is seeking salable ways to increase brand visibility and drive conversions. Affiliate marketing offers a low-risk, performance-based model where you only pay for actual results, such as leads or sales.

# Proposed Solution

We propose setting up and managing a complete affiliate marketing program, including network selection, partner recruitment, campaign management, and ongoing optimization.  
  
Key Benefits:  
- Cost-effective customer acquisition  
- Access to new audiences through trusted partners  
- Performance-based payment structure

# Scope of Work

Our affiliate marketing services include:  
  
- Affiliate program strategy and platform setup  
- Partner recruitment and on boarding  
- Affiliate campaign management and communication  
- Tracking implementation and fraud monitoring  
- Performance analysis and monthly reporting

# Timeline

Proposed schedule for program launch and performance tracking:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Program Setup | Platform selection and integration | [Start Date] |
| Recruitment Phase | Outreach to potential affiliates | [Date] |
| Campaign Launch | Affiliates begin promotions | [Date] |
| Performance Review | Monthly reporting and optimization | [Monthly] |

# Pricing

Monthly retainer or performance-based pricing structure:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| Program Setup | Platform setup and strategy | [Amount] |
| Affiliate Management | Recruitment and campaign oversight | [Amount] |
| Reporting & Optimization | Analytics and performance review | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a digital marketing agency with expertise in building and scaling affiliate marketing programs across various industries.  
  
- Experience: [X] years managing affiliate programs  
- Platforms: ShareASale, CJ, Impact, Rakuten, and more  
- Mission: To help businesses grow through strategic, performance-based partnerships

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Affiliate program launch for a DTC eCommerce brand  
- Outcome: 35% increase in monthly sales, 120 active affiliates recruited  
  
Testimonial:  
“[Your Company Name] helped us build an affiliate channel that quickly became one of our top revenue sources.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer or commission-based model.  
Affiliate Payouts: Client is responsible for affiliate commissions.  
Cancellation Policy: 30-day written notice to terminate agreement.

# Acceptance

To begin your affiliate marketing campaign, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_