

Levanta + Threecolts

# How to Recruit Amazon Affiliates

E-BOOK





# Table of contents

## AFFILIATED MARKETING OVERVIEW

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- 3** Why you should recruit affiliates
- 4** Amazon Sellers are hungry...
- 5** A partner marketing platform...
- 6** Amazon affiliate marketing platforms
- 7** AKA - affiliate networks, affiliate marketplaces
- 8** Maximize success for your affiliate program

## INBOUND

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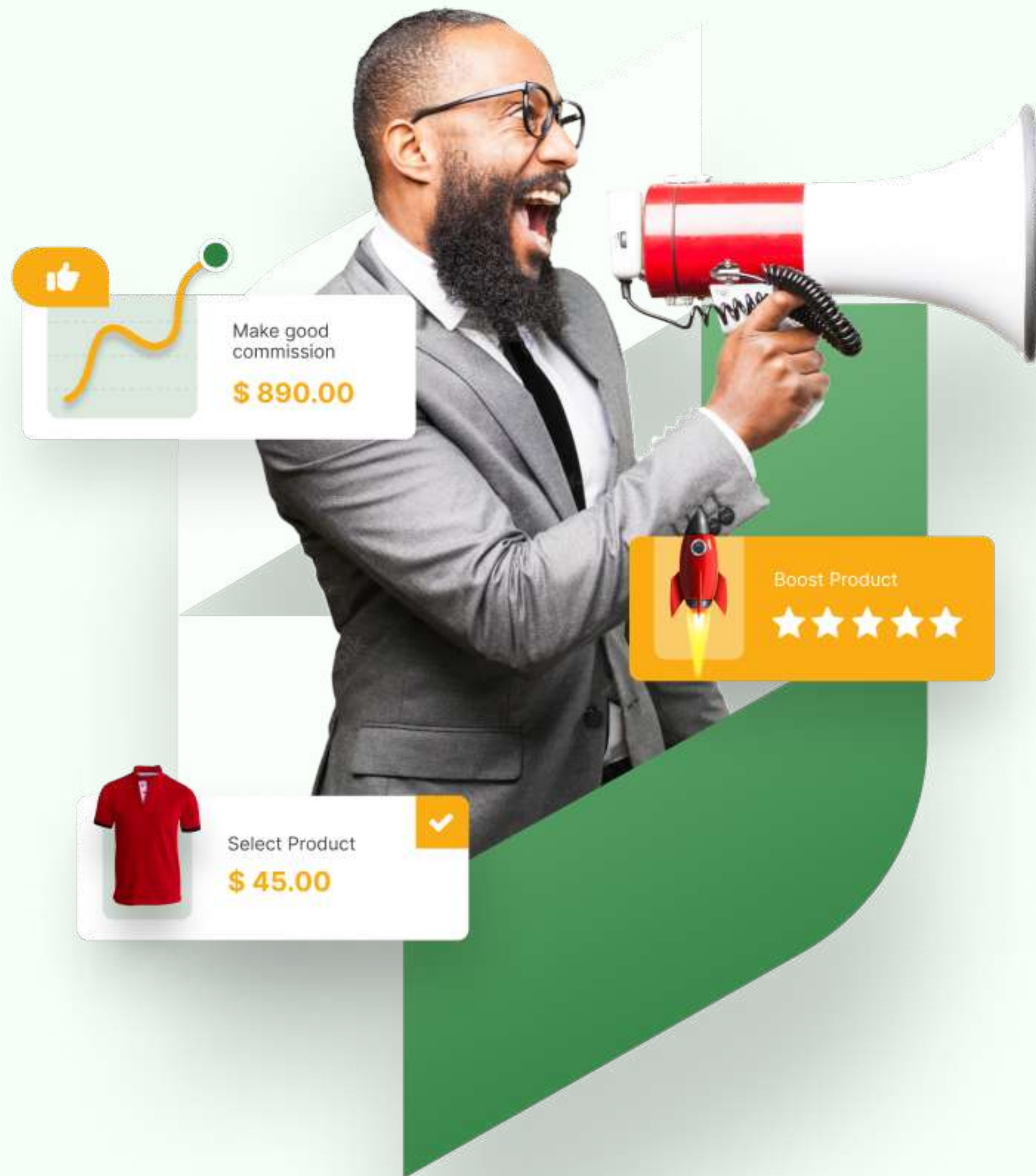
- 9** Web landing page
- 10** Affiliate marketplaces
- 11** Invite customers & evangelists
- 12** Affiliate network merge

## OUTBOUND

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- 13** Influencer Discovery
  - 14** Content Discovery
  - 15** Backlink Competitive Analysis
  - 16** Outreach & Lead Nurturing
- 
- 17** Activation
  - 18** Conclusion

# Why you should recruit affiliates



Amazon Sellers face an array of high-level challenges in 2023, including:



## Competition Overload

Difficult to gain an advantage with increased competition from all angles



## High-Cost CPC Advertising

Ever-increasing CPC is a barrier to building traction on Amazon



## Organic Search Rankings

Limited levers for improving organic search rankings within Amazon



Amazon Sellers are hungry for any new channels that can help alleviate their challenges and gain a competitive advantage.

Considering that over **80% of D2C brands** leverage Affiliate Marketing for growth, it is a channel that many Amazon sellers would like to turn to.

Historically, Sellers were not able to run an affiliate program for Amazon storefronts, but new Amazon Affiliate Marketing Platforms like Levanta unlock this channel as a new revenue stream.



1.456

	<b>Eco Lawn Mower</b> ASIN: B08Z5NYG1	 +12%
	<b>Dynamic Paintbrush</b> ASIN: A95T5EJF14	 +08%

 **Levin Jocelyn**  
Content Creator

**Revenue**  
**\$13,731**





# A partner marketing platform that integrates with Amazon's Attribution API

To allow sellers and publishers to partner directly, enabling the ability to offer custom commissions, provide a 14-day attribution window, and unlock custom performance reporting.

So now that sellers can start an affiliate program, how can they maximize the results?

**The answer is Affiliate Recruitment.**





# Amazon Affiliate Marketing Platforms allow Sellers to connect with a variety of partners on an affiliate model, including:

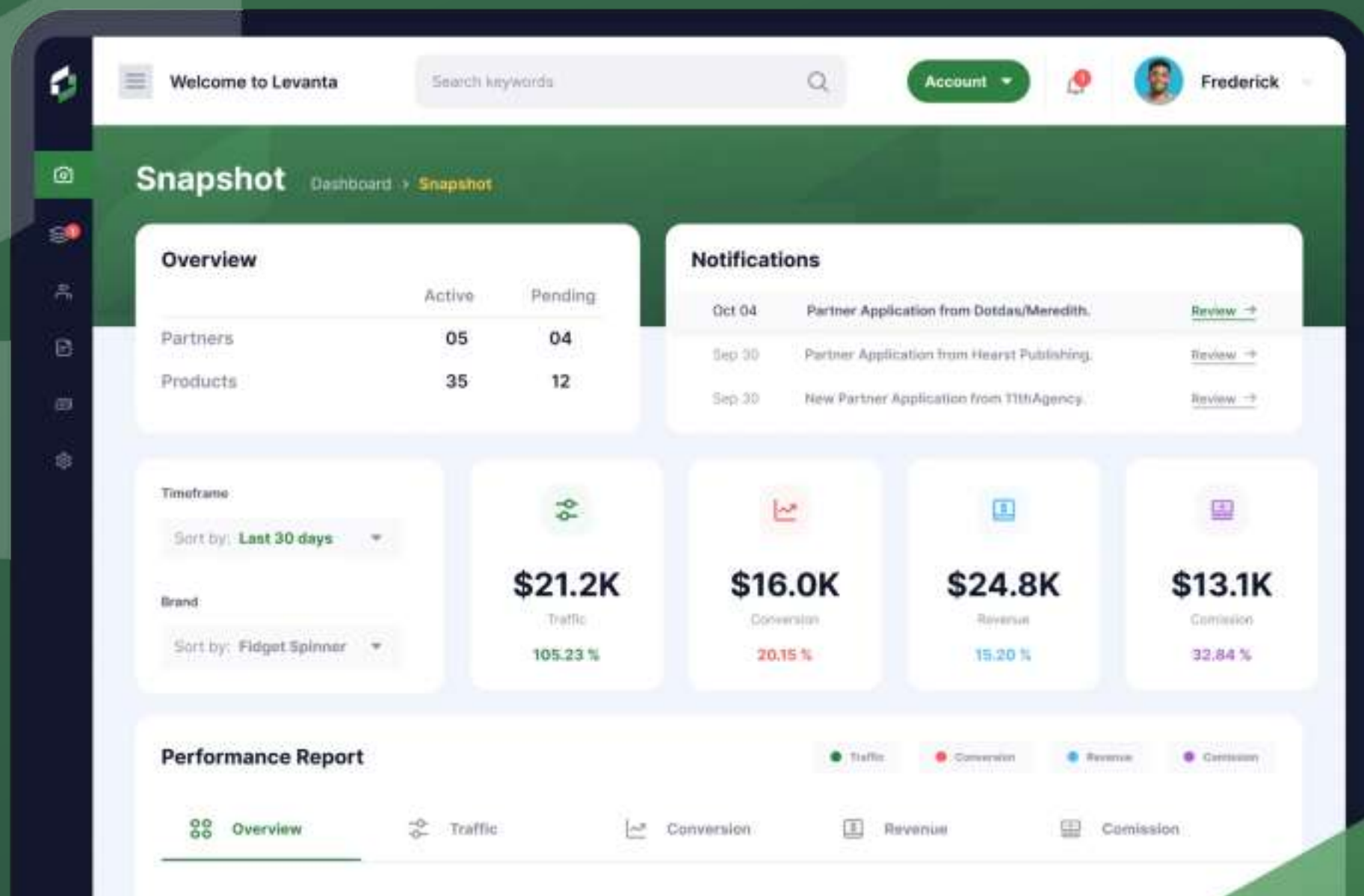
- Content Creators / Influencers
- Large Publications
- Traditional Affiliates
- Bloggers
- Media Buyers





While affiliate platforms (aka affiliate networks, affiliate marketplaces) like Levanta are a crucial element to finding partners and unlocking the affiliate channel, there is much more to building an affiliate program.

**It's vital you engage in your own affiliate recruitment efforts if you want to see success in the channel.**



**Tip**

Building an affiliate program without putting effort into attracting affiliate is like opening a new role on your team and putting no effort into recruitment. You can create the most attractive job description, with great pay and perks, but if you have no strategy, budget, or resources allocated to recruiting talent, that job position will sit vacant.



In order to maximize success for your affiliate program you need to set up both an inbound and outbound affiliate acquisition strategy.

**Outbound strategies** are recruitment efforts that involve proactively finding and reaching out to new affiliates.

**Inbound strategies** are recruitment efforts that involve attracting folks that already access your website, buy your products, or partner with you elsewhere.

## Inbound Strategies

- Affiliate Marketplaces
- Invite customers & evangelists
- Website Landing Page
- Affiliate Network Merge



## Outbound Strategies

- Influencer Discovery
- Content Discovery
- Backlink / Competitive Analysis
- Outreach



### Tip

You can maximize your chances of success by working with an experienced affiliate recruitment agency (**like Grovia by Acceleration Partners**)



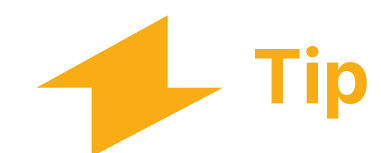
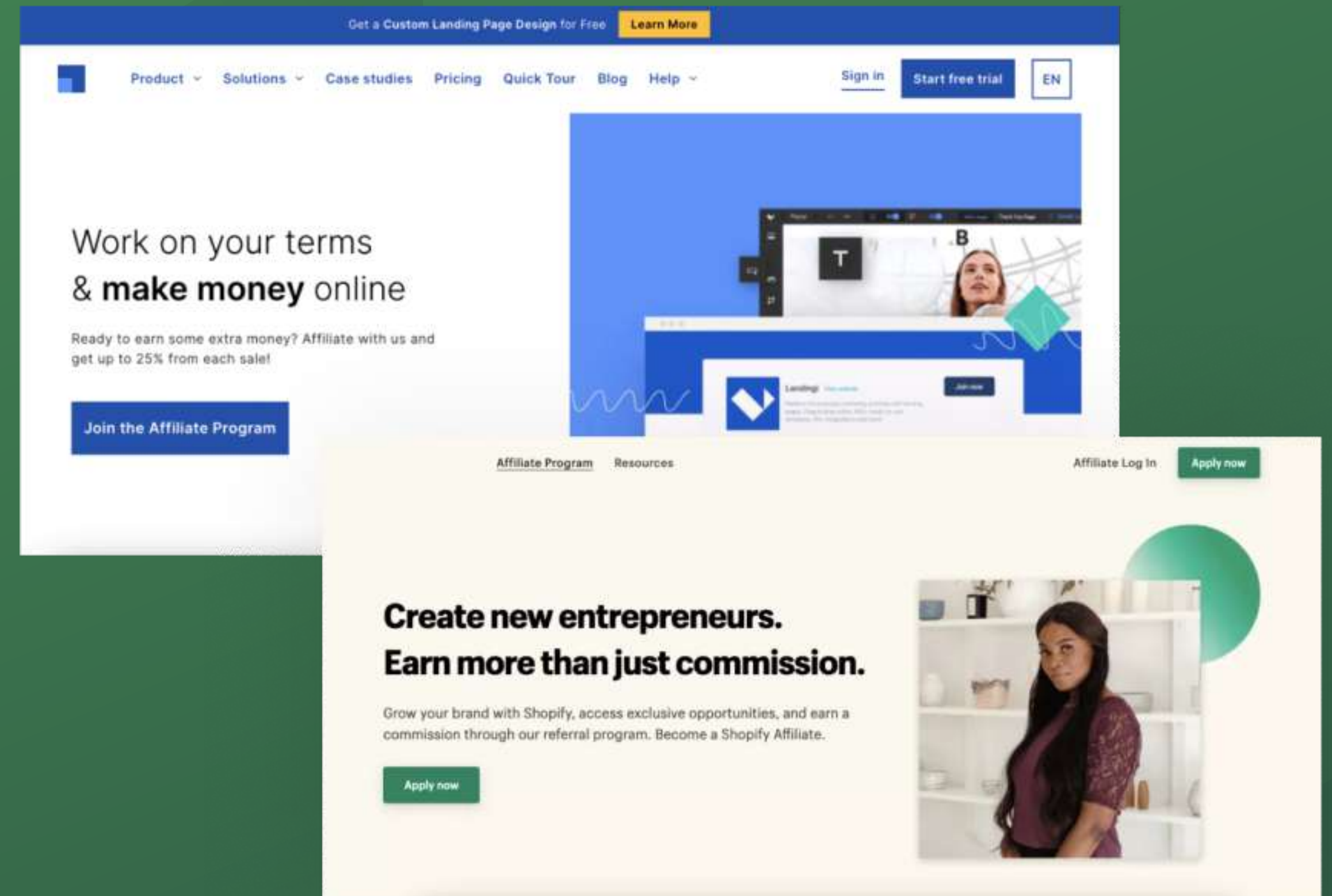
## INBOUND STRATEGIES

# Web Landing Page

In the early days of launching an affiliate program you'll want to create a webpage for affiliates to learn about your program (e.g. details, commissions, sign up links)

Typically, prospective affiliates hoping to partner with you will look for a link to your affiliate program page in your website footer.

If you already have a D2C affiliate program separate from your Amazon affiliate program, include sign up links to both!



### Tip

Try asking ChatGPT to help you write your affiliate program landing page web copy

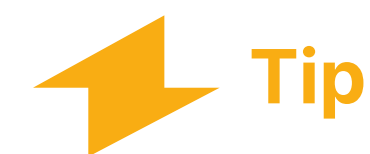


## INBOUND STRATEGIES

# Affiliate Marketplaces

Affiliate Marketplaces are hosted by Affiliate Platforms like Impact, Awin, and Levanta, and allow sellers and affiliates to discover each other and quickly develop a partnership on the associated platform. These marketplaces feature merchants and affiliates that have already opted into the platform, making it a great strategy for swiftly activating revenue-generating partnerships.

While Affiliate Marketplaces provide some quick wins, it's very rare that sellers can build flourishing affiliate programs by relying solely on Affiliate Marketplaces. It is highly recommended to employ a multi-faceted affiliate recruitment strategy.



Levanta's Marketplace features affiliates specifically tailored for promoting Amazon storefronts. You easily can invite affiliates to promote your brands, and affiliates can explore your catalog of products.



## INBOUND STRATEGIES

# Invite customers & Evangelists

Word of mouth is the best form of marketing. Existing customers and evangelists make for high-converting ambassadors -- they already know and love your products! You may not have Amazon buyer email addresses, but you can always reach your D2C customers (if you have them).

Customers & evangelists can be notified about your Amazon Affiliate Program via a newsletter, email nurture campaign, social media post, or text message. Be sure to include a sign-up link!



### Tip

Levanta's Marketplace features affiliates specifically tailored for promoting Amazon storefronts. You easily can invite affiliates to promote your brands, and affiliates can explore your catalog of products.



## INBOUND STRATEGIES

# Affiliate Network Merge

If you already have a D2C Partner Program, an affiliate network merge is a great strategy for quickly onboarding partners to a new Amazon Affiliate Program. Many affiliates prefer to offer their readers multiple buy options. In fact, Google [prioritizes content with multiple buy options.](#)

Simply reach out to your existing affiliates letting them know about your new Amazon Affiliate Program, and be sure to include a sign up link!



### Tip

Try asking ChatGPT to “Write an email to active affiliates notifying them about our new Amazon Affiliate Program on Levanta”



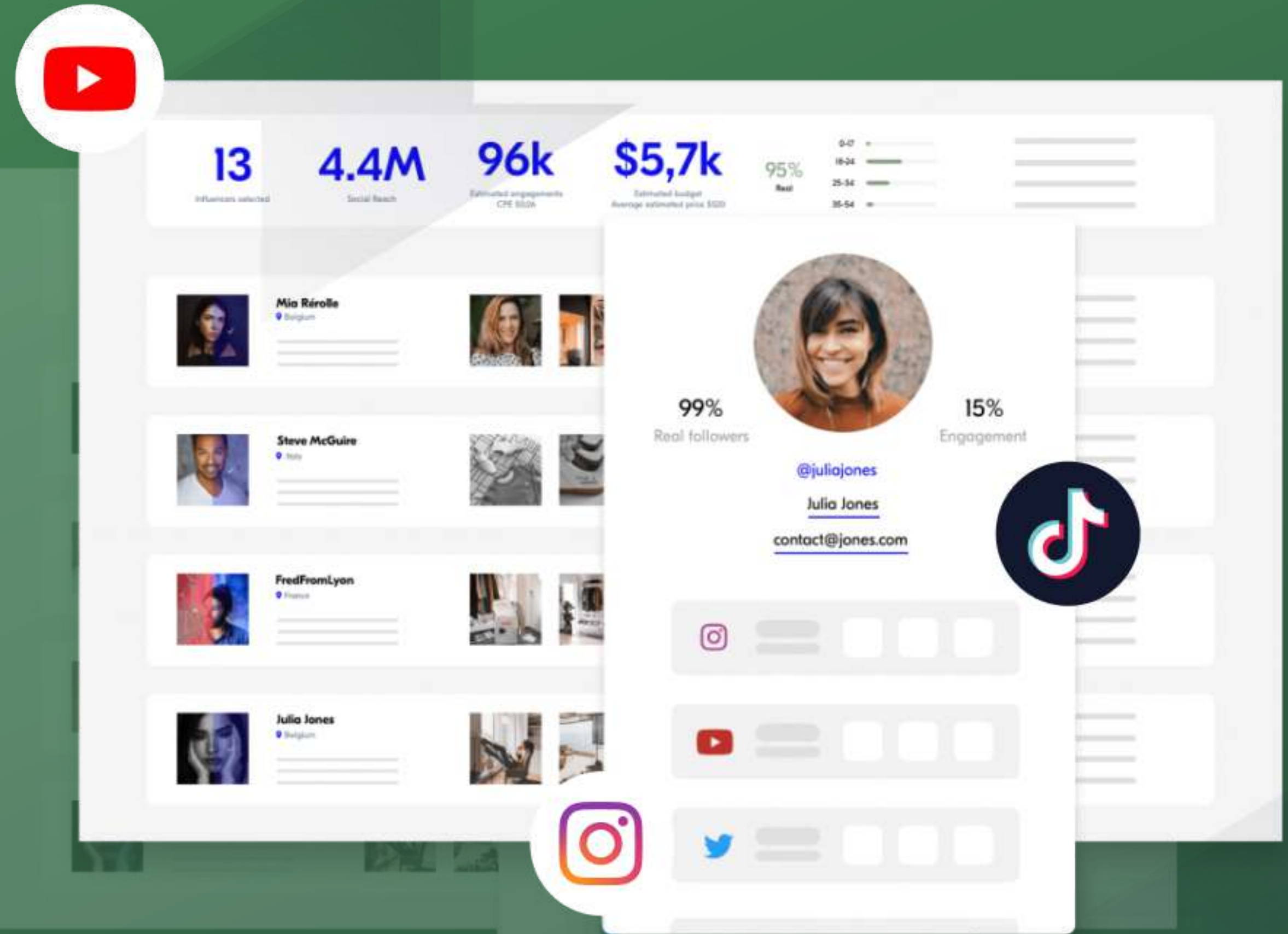
## INBOUND STRATEGIES

# Influencer Discovery

Influencers are high in-demand and recruiting them to an affiliate program requires a scalable long-tail strategy that combines content discovery, attractive outreach messaging, and partnership nurturing.

To find influencers, you can search directly on social media platforms for relevant keywords/hashtags to uncover good-fit creators. For example, if you sell paint brushes, you might search “best paint brushes” but you might also search “furniture restoration” or “home makeover” to find creators creating content for your target demographic.

Often creators have their contact information in their about page or link management widget (e.g. LinkTree). You can also use an influencer discovery tool like Creator.co.



### Tip

YouTube is a great place to recruit for the affiliate channel due to its educational format and simple approach to linking.



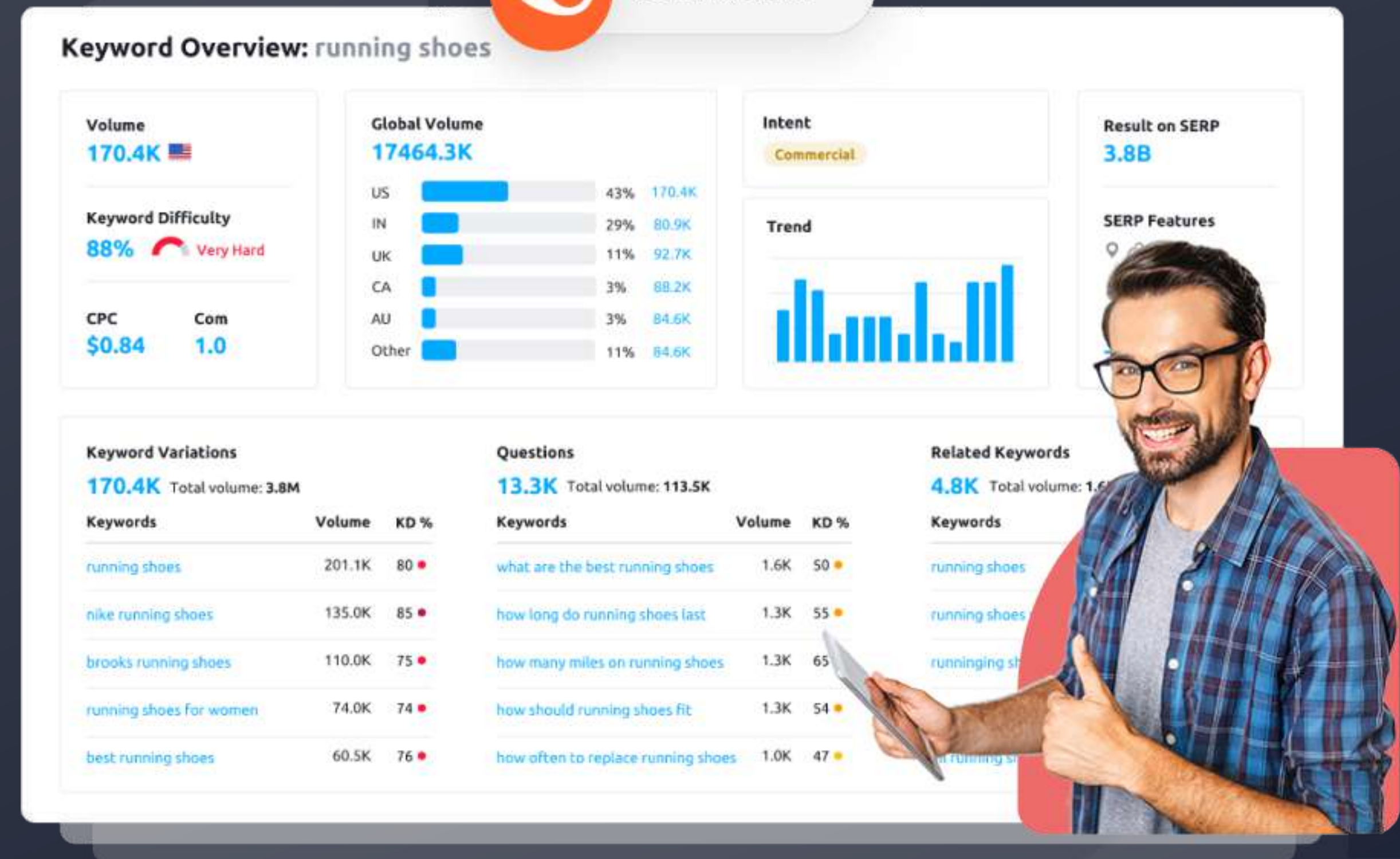
## OUTBOUND STRATEGIES

# Content Discovery

Content Discovery is all about finding existing listicles, articles, publications, and blogs that rank well on search engines. Web content is the bread and butter of the affiliate industry and it's highly recommended to make Content Discovery a core pillar of your partner recruitment strategy.

A great way to get started is to use a keyword explorer (with tools like Ahrefs or SEMrush) or manually search for keywords in your niche. We recommend getting specific with your keywords with phrases like “best air fryers for under \$100”. It's best to target content that combines high search rankings on well-trafficked keywords. You can use tools like Hunter to find contact information (typically ecommerce or affiliate manager job titles are the correct contacts).

The goal here is to either a) get your products promoted in existing content that already generates significant traffic from your target demographic or b) have publishers create new content around your products. The former tends to be a significantly faster and easier strategy.



### Tip

Getting featured by publications like BuzzFeed, Hearst, RedVentures, etc. can require a combination of great products, significant relationship nurturing, patience, and a bit of luck.



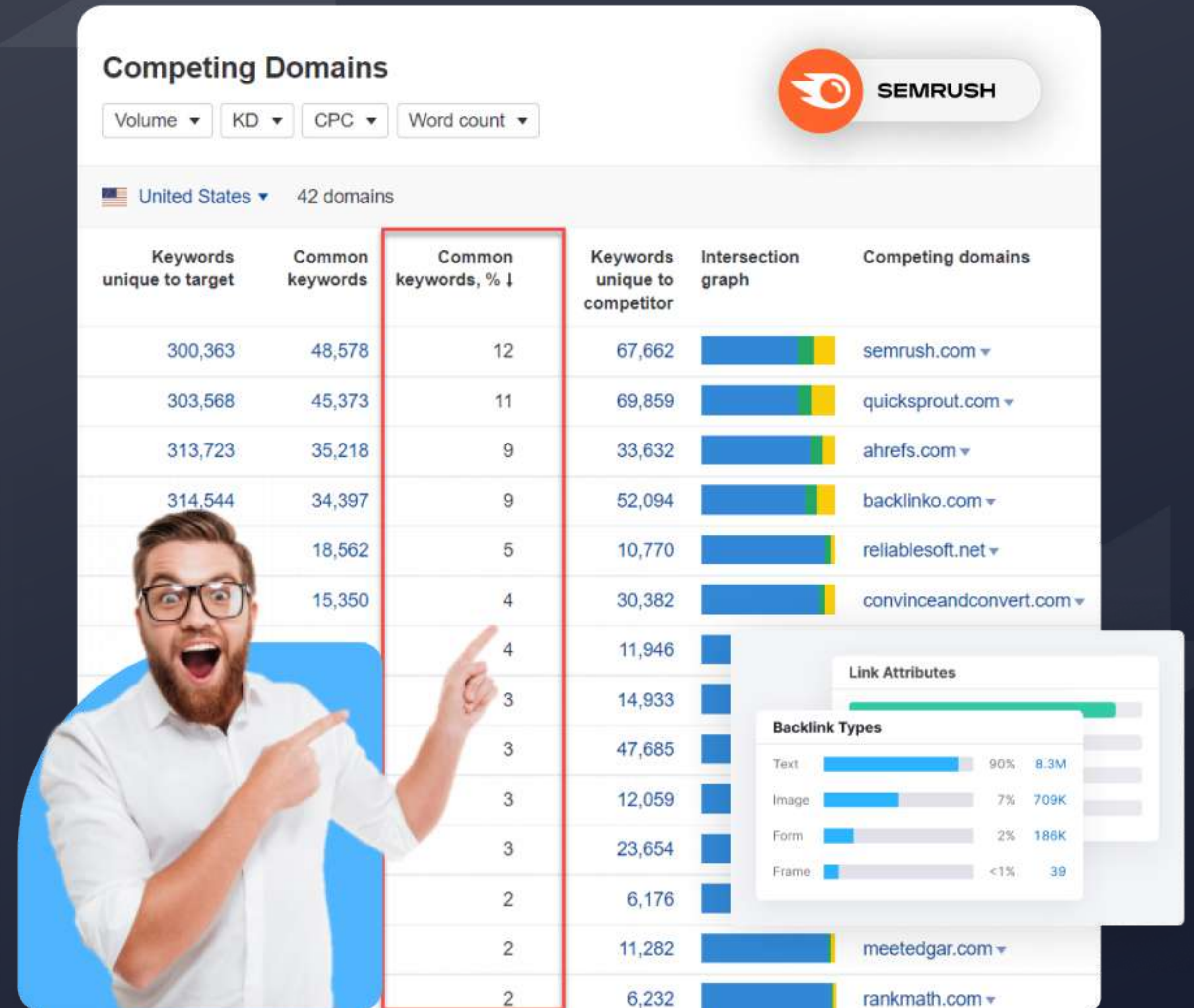
## OUTBOUND STRATEGIES

# Backlink Competitive Analysis

Running a backlink analysis can show you what publishers are already linking to your amazon products or linking to your competitors' products on Amazon. Tools like SEMRush Insights can help you run a backlink analysis for Amazon products.

For publishers that are already linking to your Amazon products, you may want to contact them to join your Amazon Affiliate Program and work out additional ways for them to promote you.

For publishers that are linking your competitors' products, you can reach out and see if they'd be interested in promoting your product instead. If you're running your program through Levanta, chances are you're able to offer higher commissions than your competitors.





## OUTBOUND STRATEGIES

# Outreach & Lead Nurturings

Discovering partners at scale with outbound strategies is ineffective if you do not have a strong outreach plan.

As a best practice we recommend building a partner recruitment funnel (similar to a marketing funnel), and track partner leads in a CRM. We recommend using a multi-touch drip campaign, where personalized emails are sent sequentially.

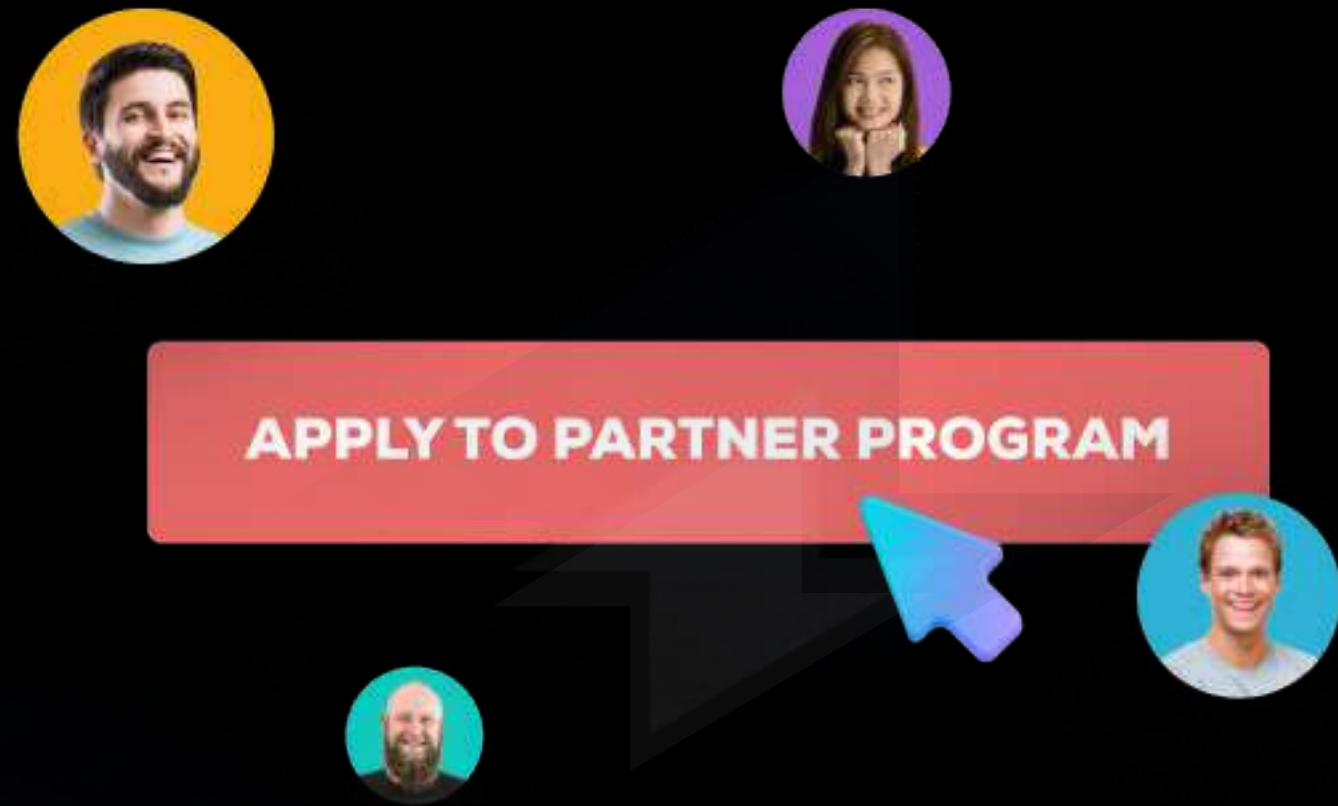
Tools like Hubspot Sequences or Respona work great for this approach.

The image displays two overlapping screenshots of the HubSpot CRM interface. The top screenshot shows the 'New email' design editor, featuring a 'Company logo' placeholder and a 'Promote your goods and services' headline. The bottom screenshot shows the 'Deals' pipeline view, which is organized into stages: APPOINTMENT SET (32 deals), APPOINTMENT COMPLETED (21 deals), BUYER JOURNEY CONFIRMED (19 deals), and WORKING UPGRADE. The pipeline contains 84 deals in total. Each deal card includes the company name, deal value, and close date. For example, the first deal is '\$100 Biglytics - New Deal' with a close date of 10/25/16. The total value for each stage is displayed at the bottom: \$400 for APPOINTMENT SET, \$800 for APPOINTMENT COMPLETED, \$1,230 for BUYER JOURNEY CONFIRMED, and an unlabeled total for WORKING UPGRADE.

Stage	Deal Count	Total Value
APPOINTMENT SET	32	\$400
APPOINTMENT COMPLETED	21	\$800
BUYER JOURNEY CONFIRMED	19	\$1,230
WORKING UPGRADE	-	-
<b>Total</b>	<b>84</b>	<b>-</b>



# Activation



After you've discovered partners, contacted them, and nurtured them into applying for your partner program, it's time to get them revenue-active.



We recommend sending a welcome email after you've approved their application with helpful information to get started with promoting your products.



It's a best practice to stay in touch with newly accepted affiliates and ensure they have everything they need to start driving revenue for you.



# Conclusion

In conclusion, having a multi-faceted partner recruitment strategy is key to quickly acquiring revenue-generating creators, affiliates, and influencers.

When it comes to affiliate marketing, you get what you give. We highly recommend not simply relying on affiliate marketplaces, and instead utilizing a thoughtful plan of execution.

If you want to get started with Amazon Affiliate Marketing, be sure to check out Levanta!

[Levanta.io](https://levanta.io)

