

Affiliate Marketing Program Action Plan

This slide covers affiliate marketing program action plan. It involves competitor analysis, commercials, creatives, communication and campaign analysis.

						
Tasks	Description	Description	Owner	Status		
				Not started	Started	Completed
Competitor Analysis	<ul style="list-style-type: none"> Performance benchmark Exploit Gaps Opportunities 	5 May 2022	Jack			☑
Commercials	<ul style="list-style-type: none"> Override fee Bonus 	8 May 2022	Henry			☑
Creatives	<ul style="list-style-type: none"> Banner sizes Add text here 	10 May 2022	Amber		☑	
Communication	<ul style="list-style-type: none"> Open to questions Extend workforce 	15 May 2022	Robbin	☑		
Campaign Analysis	<ul style="list-style-type: none"> Active and inactive affiliates CTR Average Order Value 	22 May 2022	Martha	☑		

Advanced Affiliate Marketing Step Plan

D Keegan



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