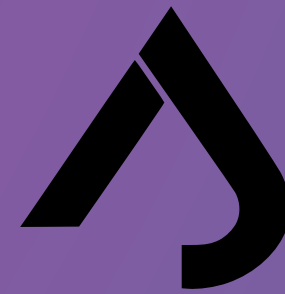


How To Build The Perfect Affiliate Management Team

Do you know your stuff?



MASTERS
IN CASH



AFF JOBS



AFFPAL
CONSULTING

Achievements



What you will learn today

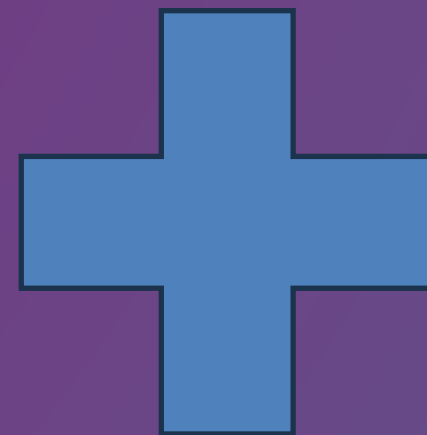
- Different Recruitment channels
- What people on what position
- Getting new members up to speed
- Toolbox for Management
- Motivation

Different Recruitment channels

- Assessment Center (perfect for Juniors)
- Recruiter
- Referral
- HR Marketing
- Circle of Trust
- Internal Team

What positions

- Affiliate Managers (Junior, Mid, Senior)
- Business Developer/Hunter
- Marketing Manager
- Team Lead



- Virtual Assistant
- Business Intelligence (Framework by Consultants)

Who is the right one?

- CV – most people forgot how to make it
- What does the person really enjoy?
- Prepared for the Interview?
- Knowledge of Tools and WoW

Lets get it started

- Setup for a start before the start (hardware, software, email, etc)
- Intro to company/vertical/market
- Guidelines
- SWOT of company
- Access to Wiki
- Training on tools/platform
- Announcement about new hire –
intern and extern

Time to catch speed

- Add to chats – passive
- Chats – active but only positive
- Work already in the Backend
- Take over with control
- Monitoring targets
- Focus on first 3 months on hustle
- Give them the Affpal Book

Toolbox

- CRM track Shows, effort, development, build datapool
- KPIs
- Miro Boards for WoW
- Trello Taskmanagement
- BI Tool

Lead Rules

- Stick to promises
- Stick to meetings and don't change them permanent
- Take employee feedback seriously
- Allow a lot of freedom
- Request a lot in return
- Be the best informed person

Motivation

- Directly impacting Bonus system
- Handing over Responsibilities (future career path)
- Encouraging Education
- Interesting tasks (Gruntwork stays with VA)

Lets stay in Touch



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