

# How to run a successful affiliate contest?

One effective strategy to activate and engage affiliates is to organize motivational contests. The idea is to create a win-win situation where the contest reward will motivate affiliates to perform better.



Set up a goal and strategy for the contest (*Raise your sales, grow the number of affiliates, activate inactive ones, increase traffic to your website, support the launch of a new product, etc.*)



Decide on the type of contest and segmentation of affiliates (*Segmentation based on the performance level of your affiliates – high, medium, low*)



Provide an incentive for your affiliates (*Gadgets, merchandise, publicity on your social media accounts, bonus added to an affiliate account*)



How to launch: create a separate landing page (*Capturing headline, clear instructions on how to participate in the contest, CTA, contest participation terms*)



Define contest terms and conditions (*Eligibility: who can enter the contest, entry period/deadline, how to enter, prizes, how a winner will be selected and notified*)



Decide how to promote the contest (*Social media, personalized emails, a newsletter, or automated messages*)



Build a communication schedule (*Announcing the start of a new contest, promotion, declaring a winner*)



Track your contest performance (*Comparing the performance of those affiliates who took part in the contest to a similar period when they didn't participate in any contest, split testing*)

