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**SECTION 1: INTRODUCTION**

In the field of affiliate marketing, a company acquires revenue and profits from engaging in marketing activities and programs which promote and advertise the products and services of another company. In a globalized world, there are various challenges that businesses face when it comes to the field of marketing and advertising primarily because of the development of new and virtualized marketing platforms.

As a company that is principally engaged in affiliate marketing, the proponents of this marketing plan shall showcase various affiliate marketing strategies which will develop and market the not just the brand of the company itself but also other business ventures. [SPECIFY BUSINESS NAME] created this AFFILIATE MARKETING PLAN to come up with a comprehensive and efficient set of marketing strategies in order to attract more customers and ultimately capture their attention. The company adopts a business system which caters to a wider clientele. It aims to showcase its competence and originality through the marketing channels that it will be implementing. The management decided to apply several marketing strategies such as the traditional and the modernized ones. To date, the business caters to [SPECIFY ESTIMATED NUMBER OF CLIENTS OR CUSTOMERS] in [SPECIFY PLACE]. In terms of management of employees and personnel, the company is currently working with over [SPECIFY NUMBER OF EMPLOYEES INCLUDING MANAGERS AND STAFF].

**SECTION 2: BUSINESS PROFILE**

The following table showcases the relevant business information of the [SPECIFY COMPANY NAME].

|  |
| --- |
| **COMPLETE BUSINESS NAME:** [SPECIFY COMPLETE BUSINESS NAME]  |
| **BUSINESS ID:** [SPECIFY BUSINESS ID]  |
| **TYPE OF BUSINESS STRUCTURE:** [SPECIFY TYPE OF BUSINESS STRUCTURE]  |
| **DATE OF REGISTRATION:** [SPECIFY DATE OF REGISTRATION]  |

|  |
| --- |
| **BUSINESS ADDRESS:** [SPECIFY MAIN BUSINESS ADDRESS]  |
| **TYPE OF BUSINESS:** [SPECIFY TYPE OF BUSINESS]  |
| **BUSINESS HOURS:** [SPECIFY BUSINESS HOURS] **BUSINESS DAYS:** [SPECIFY BUSINESS DAYS]  |

|  |
| --- |
| **MAIN CONTACT NUMBER:** [SPECIFY CONTACT NUMBER]  |
| **EMAIL ADDRESS:** [SPECIFY BUSINESS EMAIL ADDRESS]  |
| **FAX NUMBER:** [SPECIFY FAX NUMBER]  |

|  |
| --- |
| **TOTAL NUMBER OF RANK-AND-FILE EMPLOYEES:** [SPECIFY TOTAL NUMBER OF EMPLOYEES]  |
| **TOTAL NUMBER OF MANAGERIAL EMPLOYEES:** [SPECIFY TOTAL NUMBER OF MANAGERIAL EMPLOYEES]  |
| **TOTAL NUMBER OF SUPERVISORY EMPLOYEES:** [SPECIFY TOTAL NUMBER OF SUPERVISORY EMPLOYEES]; |

**SECTION 3: MARKETING OBJECTIVES**

The following are the marketing objectives:

|  |
| --- |
| **MAIN OBJECTIVES** |
| [SPECIFY THE MAIN OBJECTIVES AND GOALS OF THE MARKETING COMMUNICATION PLAN];1. To efficiently process customer feedback and assessment forms in the form of surveys and etc.;
2. To provide an avenue for the company’s clients and customers to learn more about the dynamics of the business and to ultimately establish customer loyalty;
3. To streamline the communication channels of the company;
4. To ensure that the employees and members of the company know and understand how decisions are shaped and discussed;
5. To develop a progressive communication-related processes and procedures;
6. To reinforce and establish a strong and remarkable marketing company image and brand;
7. To streamline and optimize the marketing strategies and processes of the company
8. To gain the attention of valuable investors and to increase profit and sales rates
9. To establish a strong online presence and brand awareness;
10. To produce and launch high quality products and services;
11. To dominate both the international and local market; and
12. To build a marketing platform that can pave the way for a positive and progressive customer relationships
13. To reach out to a wider clientele;
14. To resolve and handle customer complaints in a responsive and progressive manner;
15. [SPECIFY OTHER MARKETING OBJECTIVES]
 |

**SECTION 4: SITUATION ANALYSIS**

In order to present a more comprehensive and operational affiliate marketing plan, the proponents of this business plan concocted a several situational analysis methodologies. The results are as follows:

|  |
| --- |
| **SITUATION ANALYSIS** |
| **METHODOLOGIES** | **BRIEF DESCRIPTION** | **RESULTS/ RELEVANT FINDINGS** |
| **MARKET SITUATION ANALYSIS** | This type of analysis shall foreground and emphasize the prevailing market conditions that the company is currently in.  | **[SPECIFY RELEVANT RESULTS/FINDINGS]**  |
| **INTERNAL ANALYSIS**  |  |  |
| **EXTERNAL ANALYSIS**  |  |  |

 **4.1 TARGET MARKET AND CUSTOMER PROFILE**

The target groups and market of [SPECIFY COMPANY NAME] are primarily [SPECIFY TARGET GROUP].

1. **TARGETMARKET ANALYSIS**

|  |
| --- |
| **TARGET MARKET ANALYSIS**  |
| **BRIEF DESCRIPTION** | **INTERESTS AND PREFERENCES**  | **SOCIO-ECONOMIC STATUS** | **OTHERS RELEVANT FACTORS** |
| **PROSPECTS** |  [SPECIFY DETAILS]  |
| **CUSTOMERS** |  |
| **INVESTORS AND INFLUENCES** |  |

1. **CUSTOMER PROFILE**

|  |
| --- |
| **CUSTOMER PROFILE** |
| **CLASSIFICATION**  | **INTERESTS** | **BEHAVIORAL PATTERN** | **RISKS** |
| EMPLOYEES/MEMBERS OF THE LABOR FORCE | [SPECIFY DETAILS]  |
| STUDENTS  |  |
| FAMILIES  |  |
| BUSINESSMEN |  |
| [SPECIFY OTHER TYPE OF CUSTOMERS] |  |

**4.2 MARKET SWOT ANALYSIS**

The results of the concocted market SWOT Analysis are as follows;

|  |  |
| --- | --- |
| **STRENGTHS** [SPECIFY STRENGTHS ]The innate strengths of the company are as follows: 1. It has competent managers and employees who are experts in the field of affiliate marketing;
2. The company’s management understands and gives much value in investing in trainings and seminars which can help improve the marketing communication arm of the company;
3. The company has established systematic and structured communication channels
4. The agreed modes of communication are regulated and regularly upgraded
5. The company is equipped with advanced and modernized technologies and marketing materials and equipment;
 | **WEAKNESSES**[SPECIFY WEAKNESSES]The weaknesses of the company are as follows:There are some departments and offices in the company that do not strictly follow communication-related procedures and other problems when it comes to interpretations;Some of the procedures are not strictly implemented in the ground level; |
| **OPPORTUNITIES**There are areas for the creation of partnerships and business engagements | **THREATS**Communication-related security issues and threats |

**4.3 IMPLEMENTATION**

In this section, the various methods and strategies adopted by company in terms of implementing its plans and ultimately realizing its marketing goals and objectives are identified and provided. The methodologies which will be applied are as follows:

[SPECIFY ADOPTED METHODOLOGIES AND TACTICS]

**SECTION 5: MANAGEMENT**

[INSERT DIAGRAM SHOWING HIERARCHY OF MANAGERS AND LEADERS]

For purposes of this plan, the table below will outline the duties and responsibilities of the managers and the number of employees that they will be supervising.

|  |
| --- |
| **MANAGEMENT SUMMARY** |
| **DUTIES AND RESPONSIBILITIES**  | **No. # Employees Supervised** | **Name** | **Relevant Credentials** |
| [SPECIFY MANAGERIAL FUNCTIONS]  | [SPECIFY NO. OF EMPLOYEES] | [SPECIFY MANAGER’S NAME]  | [SPECIFY RELEVANT CREDENTIALS]  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Furthermore, the updated and modified organizational and management structure of the company is as follows:

[INSERT THE COMPANY’S MANAGEMENT AND ORGANIZATIONAL STRUCTURE]

Furthermore, in the field of affiliate marketing, there are several parties involved. The matrix below shall showcase the dynamics of the involved parties:

|  |
| --- |
| **ROLES AND RESPONSIBILITIES OF THE PARTIES** |
| **PUBLISHER** | It is the primary duty of the Publisher to search and look for the right and appropriate advertisers;  |
| **ADVERTISER**  | It is the primary duty of the Advertiser to check whether or not the Publisher has the required qualifications and has complied with the set criteria.  |
| **AFFILIATE NETWORK** | It is the affiliate network that coordinates and supervises the decisions and actions of the advertisers and publishers and are the ones responsible to debit the sales brought about by the work of the specified advertisers.  |

**SECTION 6: AFFILIATE MARKETING STRATEGIES**

|  |
| --- |
| **MARKETING STRATEGIES** |
| **STRATEGIES** | **DESCRIPTION** | **OBJECTIVES** |
| The use and promotion of coupons | This type of strategy encourages the customers and clients to use coupons in order to save money and at the same time use a quality product. These transactions are done online. | [SPECIFY OBJECTIVE]  |
| The use and promotion of banners | This type of strategy uses banner ads to present and advertise affiliate links to clients and customers |  |
| The use of product reviews | This type of strategy uses product review sites to promote affiliate links and other marketing strategies  |  |

**SECTION 7: FINANCIAL PLAN**

**Financial Research and Objectives**

The management acknowledges that it will require a certain amount of money and other resources in order to further its affiliate marketing strategies. In order to comprehensively assess the same, the financial department of the company conducted a financial research last [SPECIFY DATE]. The said research considered various factors that have an influence and effect to the dynamics of the business. As a result, the researchers came up with a set of projections and financial forecast that involves the company and how it can attain its financial objectives.

For the year(s), the company aims to attain the following financial objects:

|  |
| --- |
| **FINANCIAL OBJECTIVES** |
| [SPECIFY FINANCIAL OBJECTIVES]  |

**Sources of Income**

[SPECIFY YOUR COMPANY NAME] aims to maximize its profits and excel more in the [SPECIFY AREA OF INTERESTS (fashion industry)]. To ensure that it has the right amount of revenue and capital to fund its programs and implement its projects, it had applied strategies to expand its sources of income. The table below showcases the company’s sources of income:

|  |
| --- |
| **SOURCES OF INCOME** |
| [SPECIFY FINANCIAL OBJECTIVES] EX. by retailing specific products |
| [SPECIFY FINANCIAL OBJECTIVES] EX. entering into partnership negotiations and agreements |
| [SPECIFY FINANCIAL OBJECTIVES] EX. Investments |
| [SPECIFY FINANCIAL OBJECTIVES] EX. Taking into account government-funding |

**Profit and Loss Statement**

A profit and loss statement forecast is considered as a projection of how much money will [SPECIFY COMPANY NAME] reap in primarily selling its [SPECIFY PRODUCTS]. For the year(s), the following table represents the said forecast:

|  |
| --- |
| **SPECIFY YOUR BUSINESS NAME] PROFIT AND LOSS STATEMENT** |
| **Profit and Loss Forecast**  | **[SPECIFY YEAR]** | **[SPECIFY YEAR]** | **[SPECIFY YEAR]** |
| SALES  | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| GROSS PROFIT |  |  |  |
| FIXED COST  |  |  |  |
| EXPENSES |  |  |  |
| **NET PROFIT** | **[SPECIFY VALUE] $xxxxxxx.xxx** |

**Cash Flow**

Cash flow dynamics of the business which is considered as its lifeblood, the following table represents the projected cash flow:

|  |
| --- |
| **[SPECIFY YOUR BUSINESS NAME] CASH FLOW** |
|  | [SPECIFY YEAR] | [SPECIFY YEAR] | [SPECIFY YEAR] |
|  **Cash on Hand** [SPECIFY ITEMIZED BREAKDOWN] |  |  |  |
| **Cash Receipts** [SPECIFY ITEMIZED BREAKDOWN] |  |  |  |
| **Total Cash Available** | [SPECIFY VALUE] |
| **Cash Paid Out**  | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
|  |  |  |  |

**Balance Sheet**

As per the company’s financial or balance sheet which summarizes and emphasizes the company’s assets, liabilities, and the like, the following table presents a concrete breakdown of such information for the year(s) [SPECIFY YEAR].

|  |
| --- |
| **[SPECIFY BUSINESS NAME] BALANCE SHEET** |
| **Balance Sheet Forecast**  | **[SPECIFY YEAR]** | **[SPECIFY YEAR]** | **[SPECIFY YEAR]** |
| Current Assets | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| Fixed Assets  |  |  |  |
| Total Assets  |  |  |  |
| Short Term Liabilities |  |  |  |
| Long Term Liabilities |  |  |  |
| Total Liabilities | **[SPECIFY VALUE] $xxxxxxx.xxxx** |
| **Net Assets : [SPECIFY VALUE] $xxxxxxx.xxxx** |

**SECTION 8: REFERENCES**

**[SPECIFY REFERENCES]**