

 On Demand Fulfillment

Affiliate Marketing 101

How to Build a Sales Army for Your Supplement Brand



The Blueprint for Growth

READY TO SCALE? LET'S TURN YOUR BRAND INTO A SALES ARMY.

You've built a brand, but scaling with just ads and social media can be a struggle. It's time to turn your brand into a sales-generating machine. This workbook will take you from "I have a brand" to "I'm actively building a low-risk, high-reward sales army."

This workbook was designed to help you take fast, confident action. Whether you're just starting to explore new marketing channels or ready to launch your first program, the goal is the same: start connecting with partners in a way that leads to scalable sales.

Inside, you'll find tools and prompts to help you:

- Understand the fundamentals of affiliate marketing.
- See why it's a perfect fit for supplement brands.
- Plan your first steps to get an affiliate program off the ground.
- Ensure your brand is ready to handle growth.

This isn't about one-off viral moments. It's about building a consistent, powerful sales channel that works for you.

Let's get your brand out there—and let it sell.

Now flip the page, and let's do this.



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What is Affiliate Marketing?



Affiliate marketing is a performance-based marketing strategy where you partner with others to promote your products. You only pay them when they deliver results (sales, leads, etc.).

Key Takeaways

- You pay for results, not promises. You carry almost no risk.
- Affiliates are your partners. They promote your products to their audience and earn a commission for every sale.
- It's different from:
 - Influencer Marketing: Influencers are often paid upfront for a post, regardless of sales.
 - Paid Ads: You carry all the risk and cost with no guarantee of a return.

Notes:

Why It Works



Why Affiliate Marketing Works for Supplement Brands

Affiliate marketing is a powerful tool for supplement brands because it helps you scale your business, manage risk, and reach targeted audiences you might not otherwise have access to.

The Advantages

- **Low Risk:** You only pay for a successful conversion (sale, lead, etc.).
- **Scalability:** Reach thousands of affiliates through a single network.
- **Access to Warm Audiences:** Affiliates already have niche traffic (fitness blogs, health newsletters, coupon sites, etc.) that aligns perfectly with your product.
- **Global Reach:** Tap into new markets you couldn't reach otherwise.

The ODF Connection

- Scalable fulfillment is crucial for affiliate success. When a campaign takes off, you need a partner who can handle sudden spikes in orders without delays. ODF ensures you're ready to meet that demand.

How It Actually Works



Understanding the moving parts of affiliate marketing is key to building a successful program.

The Key Players

- **Affiliate Networks & Platforms:** These are the technology providers that connect brands with affiliates. They handle tracking, reporting, and payments.
- **Commission Models:** How you pay your affiliates.
 - **CPS (Cost Per Sale):** You pay a percentage of the sale price.
 - **CPL (Cost Per Lead):** You pay a flat rate for each qualified lead.
- **Affiliate Recruitment:** The process of finding and onboarding high-quality partners.

Navigating Compliance

- **FTC Disclosure:** Affiliates must clearly disclose their relationship with your brand.
- **Supplement Ad Restrictions:** Be aware of regulations around health claims.

Case Study:

A small supplement brand doubled monthly sales by partnering with a niche affiliate network. They used a competitive CPS model and provided their affiliates with high-quality content assets, turning their loyal partners into a powerful sales army.

Getting Started



Ready to build your own sales army? Here's what you need to do to get your affiliate program off the ground.

Define Your Goals: What do you want your program to achieve? (e.g., 20% of revenue from affiliates in 6 months, 1,000 new customers).

My target goal is:

Set Your Commission Structure: Determine a competitive and profitable payout rate:

My target commission rate is:

Choose a Platform/Network: Research different networks and find one that fits your brand's size and goals.

My top choice is:

Ensure You're "Affiliate-Ready":

Do you have high-converting landing pages?

Is your fulfillment scalable? (inventory management, fast shipping, order tracking)

Can you handle an increase in customer support inquiries?



Next Steps

You have completed the first steps to turning your brand into a sales-generating machine.

You don't need to be perfect, you just need to show up. Get visible, bring value.

And turn your brand into sales. Take a moment and give yourself a big round of applause!

Make sure to:

- Recap: Affiliate marketing is a low-risk, high-scalability growth channel.
- ODF can help: We can help you prepare your brand to take advantage of these opportunities.
- Book a Call: Book a 1-on-1 consultation with our team to discuss your goals and how we can support you.
- Follow Us: Follow us on Instagram and LinkedIn to stay informed on our next Webinar.

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