

Affiliate Agency Hiring Checklist

**The Affiliate Marketing
Checklist Corner**



www.affiliatev.com

Checklist: Hiring the Right Affiliate Marketing Agency

Before you sign a contract, run through this quick checklist to make sure the agency is the right fit for your business:

- ☐ Do they have experience in your niche? An agency that knows your industry will understand your audience better and bring proven strategies.
- ☐ Can they show proof of past results with similar brands? Look for case studies, testimonials, or real numbers that prove they can deliver.
- ☐ Are they clear about fees and commission structures? Avoid surprises later by making sure everything is transparent upfront.
- ☐ How fast and transparent are they with reporting? You want regular, easy-to-read updates so you can track performance clearly.
- ☐ Will they act like a growth partner, not just a service provider? The right agency should help you scale, not just manage links.
- ☐ Did you test them with a small campaign first? Start small to see if their strategy works before going all in.
- ☐ Do their communication style and values match yours? Good communication prevents delays, confusion, and misaligned goals.

- ☐ Have you set clear goals and success metrics together?
Agree on what success looks like before starting the partnership.

I hope you found this checklist helpful!

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