

Affiliate Agency Hiring Checklist

**The Affiliate Marketing
Checklist Corner**



www.affiliateev.com

Checklist: Hiring the Right Affiliate Marketing Agency

Picking the wrong agency can slow you down and waste both time and money. The right one should feel less like a contractor and more like a partner in your growth.

Use this checklist before you sign anything so you know you're putting your business in the right hands.

- ☐ **Do they have experience in your niche?**

An agency that already understands your space saves you the trouble of explaining every detail. They'll know your audience's behavior, common challenges, and what kind of offers usually convert.

- ☐ **Can they show proof of past results with similar brands?**

Case studies, testimonials, or performance numbers tell you more than promises ever will. A proven track record shows they know how to drive real sales, not just clicks.

- ☐ **Are they clear about fees and commission structures?**

Transparency upfront saves headaches later. Ask for a breakdown of fees and payment terms before you agree to anything. No one likes hidden charges.

- ☐ **How fast and transparent are they with reporting?**

Good reporting builds trust. You should expect regular updates with data you can actually understand: clicks, conversions, and ROI, not vague metrics.

☐ **Will they act like a growth partner, not just a service provider?**

The best agencies look at the big picture. They'll suggest new traffic sources, advise on creatives, and think about long-term growth instead of only short-term results.

☐ **Did you test them with a small campaign first?**

Think of it as a trial run. A small campaign shows you how they plan, optimize, and communicate before you risk larger budgets.

☐ **Do their communication style and values match yours?**

Even the best strategy falls flat if you can't communicate well. You'll want a team that answers questions clearly and works in a way that fits your culture.

☐ **Have you set clear goals and success metrics together?**

Agreeing on what success means keeps everyone accountable. Define KPIs early, like sales, leads, or ROI, so you both know what you're aiming for.

That's it, the quick but thorough checklist I use when looking at agencies. If you follow these points, you'll avoid the common traps and find a partner who actually helps you grow.

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