Run an affiliate program

Store & payments · https://schoolyland.com/docs/run-an-affiliate-program/

Your platform includes **AffiliateWP**, a complete affiliate program: partners get personal referral links, the system tracks who sent each sale, and you pay commission only on results.

Is an affiliate program right for you yet?

An affiliate program multiplies something that already works. If you have a product that converts, and happy customers or peers with audiences, affiliates are near-free distribution. If nothing is selling yet, fix the offer first: a commission won't make a weak offer convert.

How it works

1. A partner registers as an affiliate on your site and gets a unique referral link.
2. They share it: to their list, in a review, in a community.
3. Someone clicks and buys. The sale is tracked to that affiliate automatically, even if the purchase happens days later (cookie-based tracking).
4. The commission is recorded and waits for your approval and payout.

Set it up

1. In WordPress admin, go to **Affiliates → Settings**.
2. Set the commission: a percentage of the sale or a flat amount. For digital products, 30-50% is a common and credible range.
3. Decide how affiliates join: open registration, or manual approval (recommended at the start: you know who's promoting you).
4. The affiliate area page (where partners log in to grab links and see their stats) is created for you.

Paying affiliates

Referrals accumulate under **Affiliates → Referrals**, where you approve or reject each one (reject on refunds: set a payout delay that matches your refund window so you never pay commission on refunded sales). Payouts are typically done via PayPal on a monthly cycle. You stay in control: nothing is paid automatically without you.

Make it easy to promote you

The programs that work give partners ready material: 2-3 email drafts, a few social posts, banners if relevant. Put them on the affiliate page. Your AI assistant can draft the whole promo kit from your sales page in one conversation.

Recruit your first partners

Start with people who already love the product: past students, colleagues in adjacent niches, guests you've collaborated with. Five engaged partners beat five hundred sign-ups who never share.

Turn your existing contacts into affiliates

You don't have to wait for people to apply. Anyone with a user account on your platform can be made an affiliate directly: AffiliateWP → Affiliates → Add New, pick the user, and they immediately get a referral link and dashboard access. If the person isn't a user yet, create the account first (Users → Add New), or simply send them your registration form.

Have a whole list (say, the contacts already in your CRM) that you want onboarded as affiliates in one go? Don't do that by hand: open a ticket with the list (or the tag/segment name) and we'll guide you through importing them in one go, referral links included.