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SAMPLE: Affiliate Marketing RFP

Guidelines and template

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1. About Econsultancy

Econsultancy's mission is to help its customers achieve excellence in digital business, marketing and ecommerce through research, training and events.

Founded in 1999, Econsultancy has offices in New York, London and Singapore.

Econsultancy is used by over 600,000 professionals every month. Subscribers get access to research, market data, best practice guides, case studies and elearning – all focused on helping individuals and enterprises get better at digital.

The subscription is supported by digital transformation services including digital capability programs, training courses, skills assessments and audits. We train and develop thousands of professionals each year as well as running events and networking that bring the Econsultancy community together around the world.

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1. Introduction

An RFP (Request for Proposal) is a document outlining the background to your objectives and a detailed list of business requirements for a given project. Typically, an RFP is sent to your likely group of suppliers/partners in order to solicit their proposals to work with you.

RFPs can be extremely valuable in optimizing the chances that suppliers deliver the solutions that you need, encouraging the following:

- Internal agreement: allow you to discuss and finalize your requirements with all of the internal (and agency) stakeholders before involving a further supplier.
- Accurate proposals: allow suppliers to clearly understand your needs so they can provide you with the most accurate estimates of their best solution.
- Comparable solutions: ensure that each supplier receives the same set of requirements and therefore replies with a similar and comparable set of proposed solutions.

The purpose of this document is to outline some of the most important elements that might need to be considered by a client company (often known as a merchant or advertiser in the affiliate marketing world) when putting together a request for proposal from an affiliate marketing company. The factors considered here are by no means exhaustive, but equally, depending on circumstances, not all of these will always need to be considered.

Consider this document to be a starting point from which you can 'pick and mix' elements to include in your RFP.

1.1. RFP differences

Different types of RFPs: differences between an RFP, an RFI, an RFQ and an ITT

Although you may see these terms used interchangeably, they are decidedly different documents. Consider where you are in your process and what you want to achieve out of the exercise and then start by being accurate about what sort of document you are asking your potential suppliers to answer:

- **RFI** (Request for Information)
  - This document can simply be a fact sheet, often being used for initial planning purposes. In the case of small projects, this document can be used for decision making as well.
- **RFQ** (Request for Quote)
  - This document is often appropriate if the requirement is to make a...

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2. Affiliate Marketing RFP Template

2.1. Summary

This gives you the chance to give the introduction and pre-amble to your RFP, distilling why you have put an RFP together and what you are intending to get from it.

As with all summaries, a first draft should ideally be put together at the beginning of the process and used as a guiding principle for the whole document – and then completely re-written to reflect the distillation of the finished document at the end of the process.

Typically, you might want to specify in a few lines:

- What the RFP process will be
- What you want to achieve from it
- Who the winning supplier(s) will be working with (departments / agencies)
- What the main evaluation criteria are
- What the timelines are

2.2. Background

This is probably the most important section of the RFP, as it gives you the opportunity to set out the background to your company and the brief for what this RFP process is designed to achieve.

2.2.1. Company

All companies are perceived differently in the external market to the way they see themselves. This first section enables you to...

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2.3. Project brief

This is the core of the RFP and should have been thought-out thoroughly at the outset.

Separate sections for the aims, objectives and strategy should ideally be outlined in this section, depending on whether you are clear on how the affiliate program is to be run, or whether you are asking for suppliers to make best practice / bespoke suggestions.

- **Aim**: This represents the...

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