

## Finding and Partnering with Affiliates

### Step 1: Define Your Affiliate Program Goals

Before reaching out to affiliates, establish clear objectives:

- Do you want to increase course enrolments?
- Are you targeting a specific audience (crypto traders, brokers, beginners)?
- What commission structure will you offer (fixed per sale or percentage-based)?

#### Example:

Your exchange aims to onboard 100+ traders per month. The affiliate program might offer a **30% commission per successful referral signups**.

### Step 2: Identify the Right Affiliates

Look for partners with an audience relevant to your courses:

- **Crypto Bloggers & Influencers** – Crypto content creators on YouTube, Twitter, and Medium.
- **Educational Platforms** – Websites that promote online learning in fintech and blockchain.
- **Crypto News Websites** – Platforms like Coin Telegraph, Decrypt, or niche blogs.
- **Finance & Investment Groups** – Telegram, Discord, or Facebook communities.

#### Example:

A YouTuber specializing in crypto trading tutorials can promote “Your exchange” via review videos, providing affiliate links in descriptions.

### Step 3: Outreach & Recruitment

Once you shortlist potential affiliates, reach out professionally:

- Send personalized emails explaining your sign-up process and affiliate perks.
- Offer a special **early-bird incentive** (e.g., higher commission for first 2 months).
- Provide pre-made banners, email templates, and tracking links to make it easy for them to promote.

### Example Email Template:

**Subject:** Partner with “Exchange Name” - Earn 30% Commission on Broker Signups!

Hi [Affiliate’s Name],

I came across your [blog/YouTube channel] and loved your insights on crypto trading. We’re launching an affiliate program for “**Exchange Name**” and would like you to be one of our partner!

#### What’s in it for you?

- **Earn 30% commission per signup.**
- **Access to exclusive materials.**
- **A unique referral tracking link.**

Let’s connect to discuss how we can collaborate! Looking forward to your thoughts.

Best Regards,  
[Your Name]

### Step 4: Provide Affiliate Tools & Support

Ensure affiliates can market your courses effectively by offering:

- **Tracking Dashboard:** Use an affiliate platform like Impact, PartnerStack, or in-house tracking.
- **Promo Materials:** Banners, social media posts, email templates.
- **Dedicated Support:** A point of contact for queries and assistance.

#### Example:

“Your Exchange” provides affiliates with a **personalized dashboard** to track clicks, sales, and commissions in real-time.

### Step 5: Optimize and Scale the Affiliate Program

- Regularly review affiliate performance.
- Offer performance-based **bonuses or higher commissions** to top affiliates.
- Encourage affiliates to create content like testimonials, case studies, and video reviews.

#### Example:

A top-performing affiliate who generates 100+ signups per month gets a **40% commission boost** as an incentive.



## Conclusion

Finding and partnering with affiliates for “Your Exchange” requires **strategic outreach, proper tools, and continuous optimization**. By working with crypto influencers, bloggers, and educational platforms, you can scale your exchange signups efficiently.