



LESSON 5.

BUILDING A TEAM OF AFFILIATE MANAGERS

Hello everyone! In this lesson, we will cover one of the most important topics for scaling an affiliate business — how to build your own team of affiliate managers.

If you want to reach a new level of turnover and no longer depend solely on your personal time and resources, a strong management team is indispensable.

Today we will look at:

1. why managers are needed,
2. who exactly to look for,
3. what tasks they should handle,
4. how to build a system of control, payment, and growth,
5. how to avoid common mistakes when building a management structure.



WHY BUILD A TEAM OF AFFILIATE MANAGERS

As turnover grows, it becomes physically impossible to personally monitor dozens of affiliates, analyze their reports, train newcomers, and maintain motivation.

A management layer is needed to relieve you of routine tasks and allow you to focus on strategy, negotiations with affiliate networks, and developing key directions.

A manager is not just a “task dispatcher” but a full leader of their mini-team.

With a proper structure, you can not only expand coverage but also control the quality of each affiliate’s work, minimize performance drops, quickly identify growth points, and help weaker members improve metrics.

WHO AND WHERE TO LOOK FOR

The strongest option is to cultivate managers from your own affiliates who have already shown results.



They better understand the market specifics, know real team issues, **and are often motivated to grow further.**

The ideal candidate is someone who not only consistently meets KPIs (e.g., generates at least \$10,000 turnover monthly for six months) but is also willing to take responsibility, teach newcomers, share experience, and solve complex issues.

In reality, such candidates are rare, so it's worth looking externally among:

1. experienced arbitrageurs,
2. marketers,
3. or even former employees of other affiliate teams.



Good places to search include private

Telegram chats, professional communities, gatherings at industry events, and conferences.

The average market rate for a strong manager in the US region is \$1,000 to \$2,500 monthly plus a percentage of turnover.



IMPORTANT EXPERIENCE AND QUALITIES

Don't confuse a manager with a “controller” or simple supervisor. **Key requirements:**

1. At least one year of personal experience working with affiliate programs.
2. Understanding of all funnel stages: from traffic generation to report analysis.
3. Communication and conflict resolution skills (a lot of people management).
4. Ability to quickly analyze data, identify causes of dips, and propose concrete solutions.
5. Skill in building motivation systems within their mini-team (e.g., organizing contests, analyzing successes and failures in numbers, engaging affiliates with challenges).

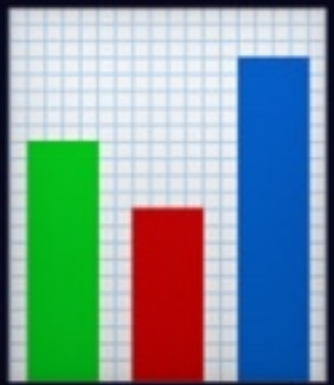
A manager is not a “watcher” but your partner thinking in terms of business growth, not just control.

Team Structure: How Many Managers and Who Is Responsible For What

The classic scheme is one manager per 10–15 affiliates.

More than that, and the person can't analyze reports and issues in real-time; fewer is cost-ineffective.

Managers are divided into two levels:



Line managers work directly with affiliates: collect reports, assist with training, monitor metrics, and ensure work quality.



Senior managers supervise line managers, participate in recruiting new candidates, control overall KPIs, and work directly with you.

It's optimal to build the structure with a reserve: if someone burns out or leaves, you have a “bench” of assistants or trainees.

Manager Responsibilities: Daily and Weekly Control

Managers should not just forward reports but actively influence results:

1. Check daily metrics for each affiliate: registrations, deposits, turnover, active user dynamics.
2. Analyze causes of drops — if an affiliate's metrics fall sharply, the manager must quickly find reasons and suggest actions (e.g., change creatives, switch sources, adjust offers).
3. Organize training: hold weekly short calls with the team, review successful cases, invite strong affiliates to share experiences.
4. Monitor reports to prevent fraud, fake registrations, or inflated stats.
5. Motivate and retain top affiliates by launching contests, awarding bonuses, and publicly recognizing successes (including increasing commission shares).

If a manager fails to deliver results for 2–3 weeks in a row and team metrics drop, it's a sign to replace or strengthen them.

Payment and Motivation System for Managers

The market standard is a mixed scheme: a fixed salary (\$1,000–\$1,500) plus a percentage of team turnover (2% to 5%, depending on performance and structure).



Sometimes top performers receive extra bonuses — for example, if their team grows turnover by 30% in a month or retains all top affiliates without losses.

It's crucial to formalize transparent KPIs in contracts:

1. minimum turnover the manager must sustain,
2. expected dynamics for registrations, deposits, retention.

All tracked in monthly reports and discussed personally to avoid conflicts and misunderstandings.

BUILDING CONTROL AND FEEDBACK

The most common mistake is appointing a manager and then “forgetting” about their work. **A strong team is built on regular communication and honest performance reviews.**

Weekly short calls must be held to:

1. analyze reports,
2. identify weak points,
3. discuss new ideas for traffic attraction and affiliate motivation.



If a manager brings actionable insights — for example, finds a new funnel doubling deposits at the same budget — publicly acknowledge and share with other managers.

Poor results are not punished but reviewed collaboratively, focusing on solutions and team improvement. **Transparent communication minimizes risks of losing key employees.**

SCALING AND DEVELOPING THE TEAM

When you have 2–3 strong managers, it's optimal to divide responsibilities:

1. Some teams focus on arbitrage,
2. Others on bloggers and YouTube traffic,
3. Others on CPA offers and fintech partnerships.

The clearer the roles and responsibilities, the easier it is to scale the team into new markets or directions.

For growth, use an internal “manager school”: strong affiliates can intern as assistants, and the best assistants grow into full managers.

COMMON MISTAKES AND HOW TO AVOID THEM

Common failures include:

1. Hiring “a friend,”
2. Failing to verify experience,
3. Not setting clear KPIs and responsibilities.

Never skimp on the fixed salary: **to invest in results, a person needs stable income confidence.**

Avoid situations where managers “cover” weak affiliates to maintain overall stats — regularly cross-check data with independent sources and demand transparency for each case.

CONCLUSION

Building a team of affiliate managers is not just delegating tasks but a real tool for growth, scaling, and reaching new income levels.

1. A competent structure,
2. Clear motivation system,
3. Transparent control,
4. Regular feedback.

All this makes your business stable and predictable even with sharp turnover increases.

In this lesson, we covered whom to hire as managers, what tasks to assign, how to control results, and build a payment system. All this ultimately drives your growth and income stability.