

Affiliate Training and Development

The enablement layer of the broader affiliate program strategy, built on a three-format, three-topic, three-KPI framework with cross-brand partner-led content sourcing.

FORMATS

3

TOPIC AREAS

3

KPI DIMENSIONS

3

BRANDS

WW + Minimal

Overview

Affiliate programs at scale succeed or fail on the quality of the affiliates, not the quantity. Recruiting more partners into an under-trained program produces more poor-performing partners. Enablement is the lever that moves average affiliate performance upward across the whole base at once, which is why the training and development layer exists as its own strategic workstream inside the broader affiliate program strategy.

This document specifies the training framework for Wellness Wag and Minimal: the formats used to deliver training, the topic areas covered, the KPIs that measure whether the training is working, and the cross-brand approach to sourcing content.

Framework: 3 Formats × 3 Topics × 3 KPIs

Training is specified on three axes. Every session the program runs maps to one format, one topic area, and is evaluated against all three KPI dimensions.

Three formats

- **Webinars.** Live, scheduled, open-attendance. Useful for introducing new topics, launching campaigns, and creating moments that multiple affiliates engage with together.
- **Workshops.** Smaller, interactive, skill-building. Used for hands-on work on SEO audits, conversion optimisation, and content production exercises where active participation matters more than broadcast reach.
- **Training sessions (on-demand).** Pre-recorded or written, available whenever an affiliate needs them. Used for fundamentals, onboarding, and reference content that new partners repeatedly need.

Three topic areas

- **SEO.** Keyword research, on-page optimisation, technical fundamentals, and understanding search intent for the brand's category.
- **Content marketing.** Writing for conversion, matching content format to audience phase, using product mentions authentically, and building a content calendar that compounds.
- **Conversion optimisation.** Landing page design, CTA placement, trust signals, and the testing approach that separates improvement from noise.

Three KPI dimensions

- **Attendance and participation.** Workshop and webinar attendance rates. Signals how well the program is being surfaced and how well the topics match what affiliates actually want to learn.
- **Post-training performance.** Traffic and conversion changes for affiliates in the 30 to 90 days after they complete training. The only KPI that tells the program whether training is actually working in the field.
- **Affiliate satisfaction.** Direct feedback on session quality, relevance, and what affiliates want next. The feedback loop that keeps the program responsive rather than prescriptive.

Cross-Brand Strategic Insight

The initial proposal from Mansoor framed the training program as self-produced by the internal team: organise the webinars, invite industry experts, build a certification program. Falak pushed back on that framing with an operational question. Producing high-quality training content at volume is expensive and time-consuming, and the team was already running at capacity on content operations. Was self-production the right approach, or was there a partner-led alternative?

The resolution was a hybrid. Self-produced fundamentals and onboarding content (high leverage, stable content, needs house voice) stay with the internal team. Advanced topics, Q&A webinars, and subject-matter deep-dives source from partners and brand subject-matter experts: Wellness Wag's doctors for emotional-support animal and wellness topics, Minimal's weight-loss category experts for the GLP-1 and telehealth side. Paid-media affiliates then run ads on those partner-led sessions, extending the reach of each piece beyond the initial audience.

The structural insight this captures: training content is not a content-production problem to solve internally. It is a cross-brand knowledge problem. The people best qualified to teach weight-loss affiliates are the weight-loss practitioners; the people best qualified to teach ESA affiliates are the ESA doctors. Sourcing training from partners uses expertise that already exists, is credible to affiliates because it is not marketing-voice, and scales far more cheaply than internal production.

Deliverables

- **Training calendar.** Scheduled and promoted monthly cadence of webinars and workshops across the three topic areas.
- **Partner-led content pipeline.** Outreach to industry leaders in affiliate marketing, pet and animal industry partners for Wellness Wag, and weight-loss practitioners for Minimal. Sessions produced with the partner rather than about them.
- **Certification program.** Advanced training track with recognition for completion, positioning top-performing affiliates as a distinct tier the program actively develops.
- **Post-training resource library.** Recordings, follow-up templates, and reference materials that extend each session beyond its live moment.
- **KPI dashboard.** Monthly reporting on attendance, performance lift, and satisfaction so program decisions stay data-informed rather than intuition-driven.