Magic Affiliate Plugin Support Guide

Index

TOPIC			PAGE
1.	Magic Affiliate Admin Panel		5
1.1	Magic Affiliate Dashboard		6
1.1.1		Stats Overview – Start/End Date	
1.1.2		Affiliate Stats Display	
1.1.3		Messages	7
1.1.4		Subscription Status	
1.1.5		Version Check	
1.2	Affiliates		8
1.2.1		Manage Affiliates	
1.2.2		Edit Affiliate	9
1.3	Banners		10
1.3.1		Manage Banners	
1.3.2		Edit/Create Banner	11
1.4	Click Throughs		12
1.4.1		Clicks	
1.4.2		View Click Data	13
1.5	Sales Data		14
1.5.1		Sales	
1.5.2		Add a Sale/Edit Sales	15
1.6	Payouts		17
1.6.1		Manage Payouts	
1.6.1.1		Creating a Pay File	

1.6.1.2 Mark a Commission as Paid 18

1.6.1.3 Filtering Your Results

1.6.2 Payouts History

1.6.2.1 Filtering Results 19

1.7 Settings

1.7.1 General

1.7.1.1 Setting Up Your Affiliate Site's Header and Copyright Information

1.7.1.2 Setting Up the Lifespan of Cookies 20

1.7.1.3 Setting Up the Commission Structure

1.7.1.4 Setting Up a Currency 22

1.7.1.5 Setting Up Automatic Commission Reversal

1.7.1.6 Setting Up Your Affilaite Website Details (Email, Login URL, Pagination, ect.)

1.7.1.7 Removing the Magic Affiliates Plugin 24

1.7.2 Affiliate Center

1.7.3 Email Templates 25

1.7.4 Recurring Modules 26

1.7.5 Auto Responders

2. Affiliate Center 27

2.1 Before Your Affiliates Log In

2.2 Home 28

2.3 Profile 29

3. Common Questions/Troubleshooting

3.1 Which Affiliate Cookie Will Count if Two Affiliates Send the Same Person to Your Wordpress Website?

3.2 Can the Magic Affiliate Plugin Handle Offline Sales? 30

3.3 When Setting UP a Banner, Where Should the Target URL Point?

Introduction

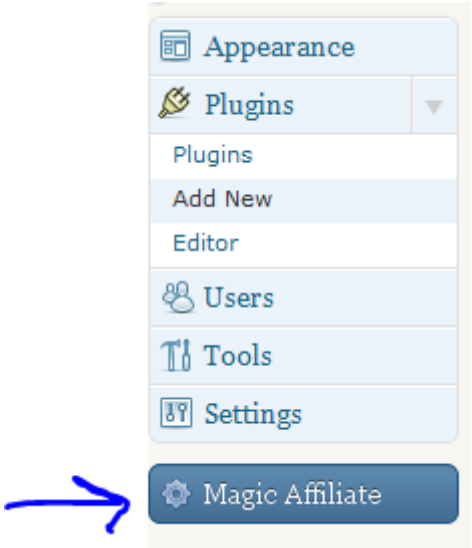
Magic Affiliate is a premium Wordpress Plugin that can be seemlessly integrated into your Wordpress blog in order to make managing your affiliates simple. It was created because creating and managing can be extremely difficult, especially with a Wordpress blog. It offers a wide variety of optional settings that can make recruiting and managing affiliate simple. The best part is that Magic Affiliate is a single plugin, which means that integration is a snap.

This support guide was created to walk you through every aspect of setting up the Magic Affiliate plugin, as well as answer some of the most common questions that may arise during the installation and configuration process. It will easily guide you through every possible screen that you will see. The Magic Affiliate Support Guide not only includes straightforward explanations, but accompanying screen captures as well so that you will be able to see exactly what you will be seeing. This makes it as easy as possible to follow along through every step.

If there are any additional questions that are now answered within this support guide or at the Magic Affiliate plugin website: http://www.magicaffiliateplugin.com, feel free to contact our knowledgeable and friendly support desk at http://www.magicaffiliateplugin/support/. Remember, with your purchase of the Magic Affiliate plugin, you will also get unlimited access to our support staff, which is free for 1 whole year.

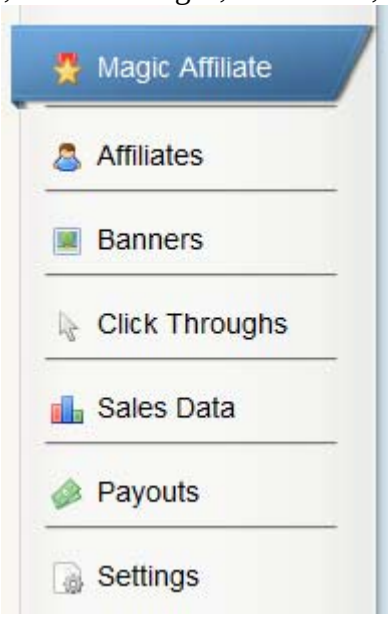
1. Magic Affiliate Admin Panel

The Magic Affiliate Admin Panel is what you will see as the administrator. This is where you will control all of the individual settings for your products. This is NOT what your affiliates will see. They will see the Magic Affiliate Center, which is covered later in the support guide. To access the admin panel, you need to log into your Wordpress dashboard and click on the Magic Affiliate tab pictured below.

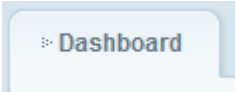


Once you have clicked on the Magic Affiliate plugin tab, you will taken to the main Magic Affiliate dashboard. From here, you will have 7 tabs to navigate with: Magic Affiliate

(Dashboard), Affiliates, Banners, Click Throughs, Sales Data, Payouts, and Settings.

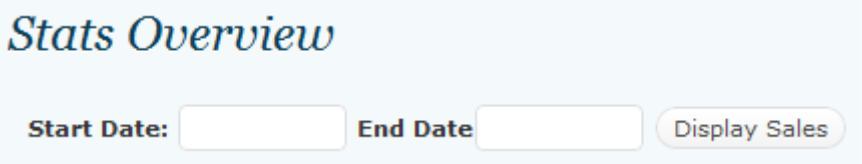


1.1 Magic Affiliate Dashboard



On the Magic Affiliate Dashboard, you will have access to information such as the start and end date of the statistics that are being displayed as well as a variety of other important pieces of information.

1.1.1 Stats Overview – Start/End Date



When the stats are displayed, by default, you will see overall totals for the month. Using the stats overview tool, you can define the date paremeters to any interval that you want. This will make it easier for you to see how well affiliates are doing over a specific period of time. This could be for the last week or even a quarterly view, it is all up to you.

1.1.2 Affiliate Stats Display

This is a look at the default display of the affiliate stats. It will be a view of the calendar month that you are in. This means that if it is the 5th, you will only see the past 5 days of sales, if it is the 30th, you will see the past 30 days worth of affiliate sales. To change this display, you can use input specific dates in the Start/End Date field.

1.1.3. Messages

This display will show you any important messages that are related to the Magic Member Plugin. In this example, it is letting you know that there is an upgrade available. The upgrade message is one of the most common messages that will be shown, and it is important to always upgrade your version as soon as possible. In order to see if you already have the current version, it is important to look at the "Version Check" box which is discussed in 1.1.5.

1.1.4 Subscription Status

This section will let you know when you subcription will expire. It also provides a direct link for you to extend or renew your subscription. While you can use the software indefinitely, your subscription is for technical support and for free updates. When you made your original purchase, a 1 year subscription was automatically included.

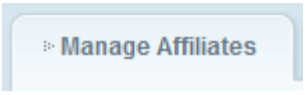
1.1.5 Version Check

This box will let you know what version of the Magic Affiliate plugin you are currently using. If an update is available, there will also be a link for you to download the latest version.

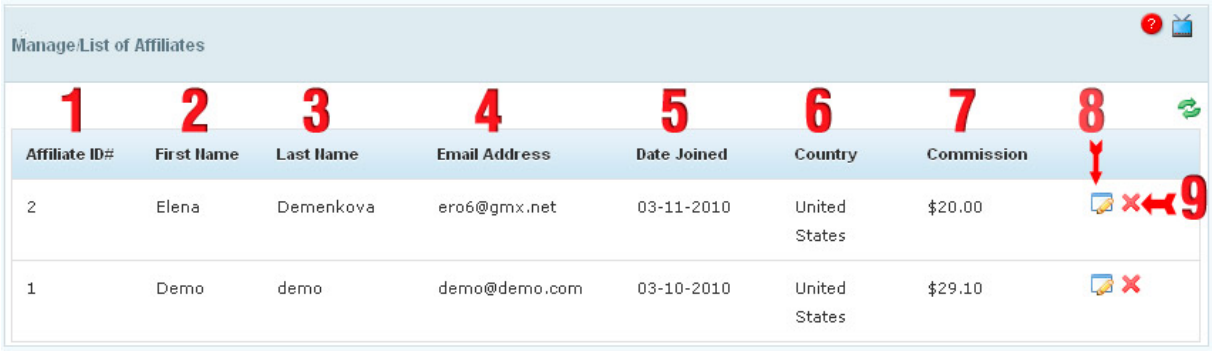
1.2 Affiliates

The Affiliates Tab has two different sections for you to use: Manage Affiliates and Add Affiliates.

1.2.1 Manage Affiliates



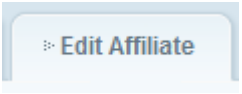
The Manage Affiliates tab will allow you to do several things. First, it will provide a list of all of your current affiliates. Second, it will allow you to edit the affiliates information. Third, it will allow to delete an affiliate.



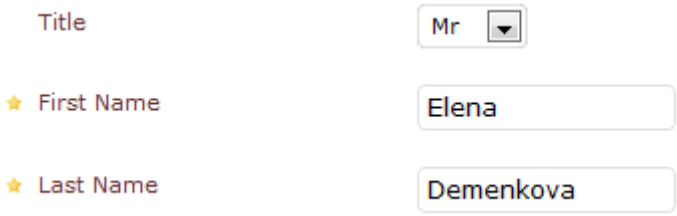
1. Affiliate ID # - This is the number that is used by the Magic Affiliate plugin to identify each affiliate
2. First Name
3. Last Name
4. Email Address
5. Date Joined – This is the date that the affiliate joined your program
6. Country
7. Commission – This is the total amount of commissions that the particular affiliate has earned.
8. Edit – This section will allow you to edit additional information about the affiliate.

9. Delete – To delete an affiliate, simply click the red X.

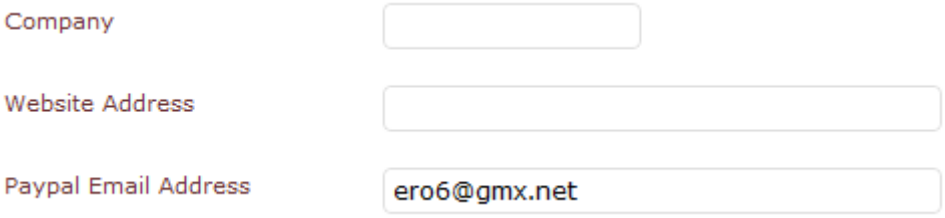
1.2.2 Edit Affiliate



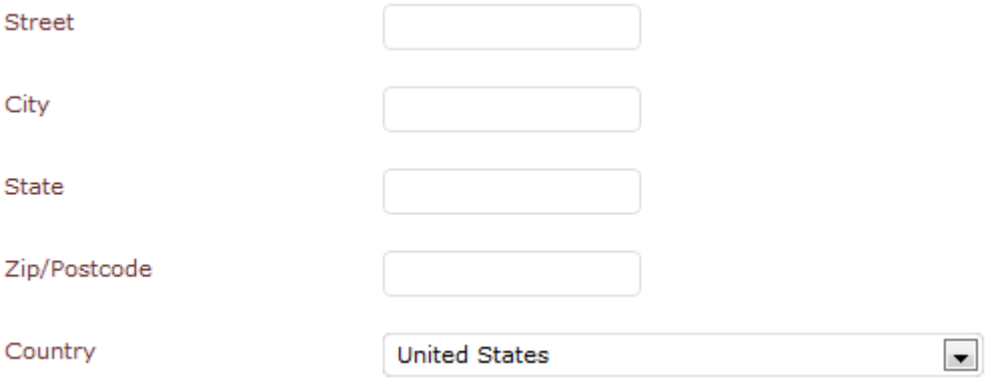
The Edit Affiliate section will allow you to make specific alterations to an affiliates personal details. Here is a quick look at the details that you can edit.



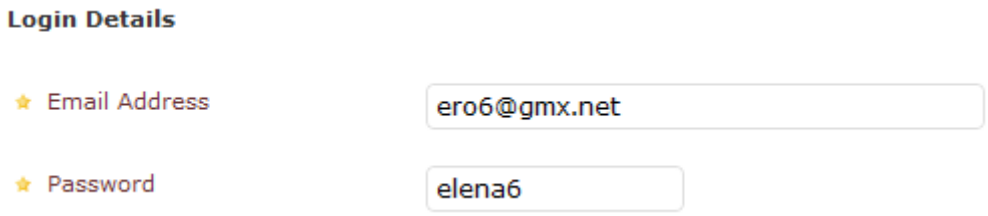
The yellow stars next to the First Name and Last Name denotes that they are required fields that must always be filled out.



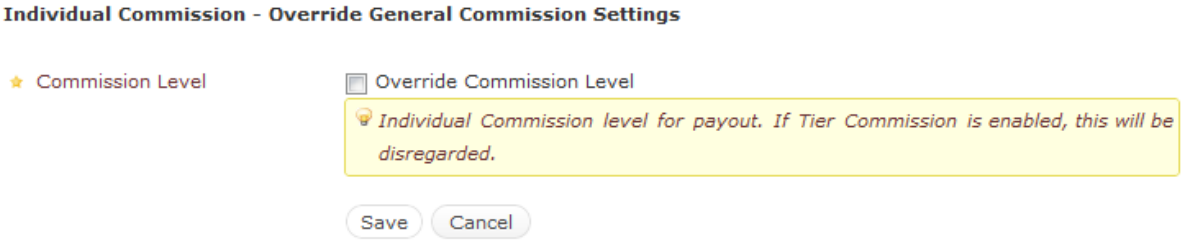
This information is related to the affiliates company details, website address, and Paypal address. The Paypal address can be used to make payments to your affiliates.



This information is realated to where the affiliate lives. It can be important information to have in case you do mailings or opt to mail out checks instead of using Paypal. Finally, this information is important to have for tax purposes.



The Login Details include the Email Address and Password. Both of these fields are required to be filled in at all times.



The final section of information is the Individual Commission – Override General Commission Settings. This section is only going to be mportant when you want to give a particular affiliate an elevated commission level.

By checking the box, you will be able to set a different commission level from your standard levels. Along with the "Flat" payment option, you can choose to use a Percentage as well.

1.3 Banners

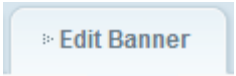
The Banner section is where you can upload and manage a variety of different banners that your affiliates can use to promote your products. There are two tabs to chose from: Manage Banners and Add Banners.

1.3.1 Manage Banners

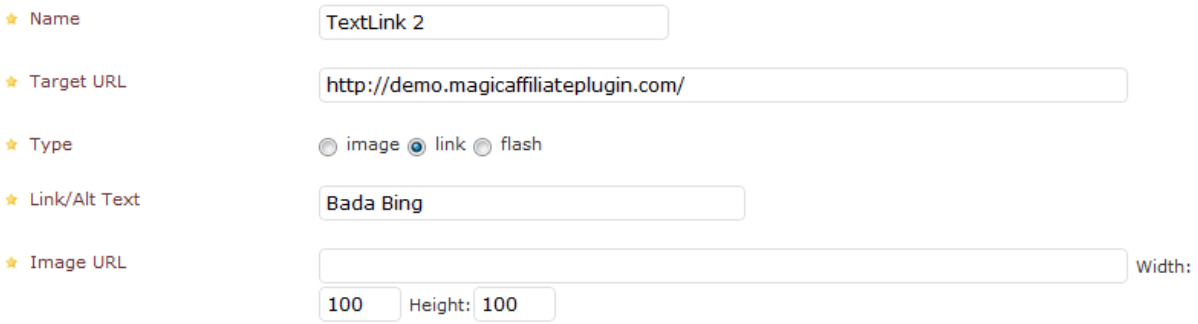
This section is where you will be able to view all of the information about the banners that you have already created and uploaded. This includes text links, banner ads, and much more. Here is a look at what information is available to you on this screen.

1. ID # - The Banner ID # is the number that you can use to identify each Banner.
2. Name – This is the name that you assign to each banner.
3. Description – If you want to add a short description for your affiliates to see, this is the section that it will be displayed.
4. Link Text/ALT – The link text or ALT text that is attached to each banner.
5. Target URL – The target URL is the hyperlink in which each banner or text link will point to.
6. Image URL – Banner images are uploaded to a specific file/destination and the Image URL is the destination of the actual image file.
7. Edit – If you need to edit the details of a banner, then click on the "Edit" icon and it will allow you to modify any of the details.
8. Delete – If you want to delete a banner completely, simply click on the Red X.

1.3.2 Edit/Create Banner



This area will allow you to create a new banner or edit a current banner. Here is a quick look at all of the information fields that are provided.

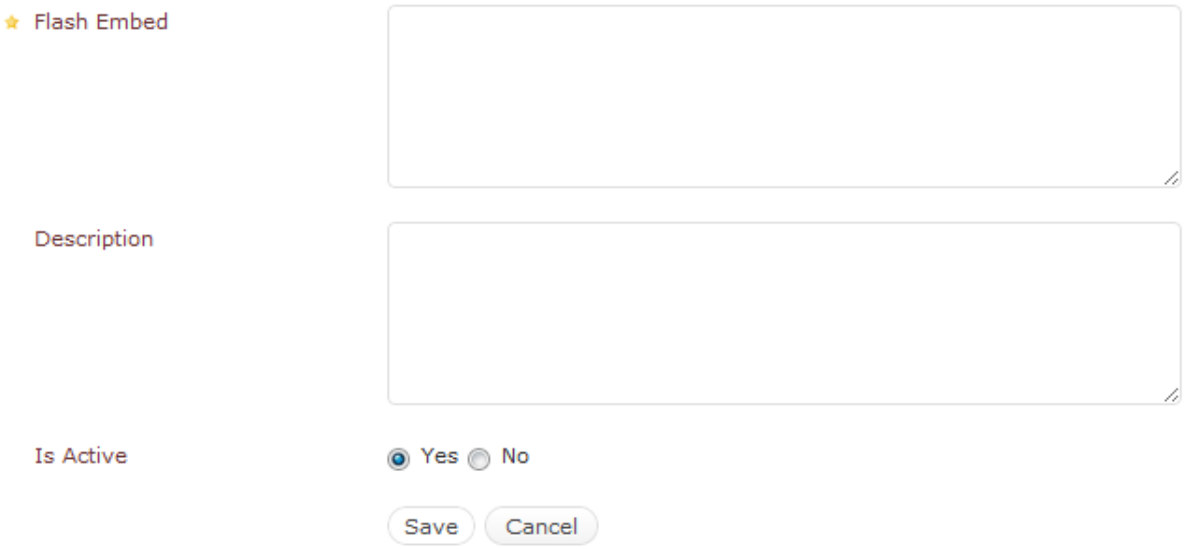


1. Name – The name can be any name that you want to give the banner.
2. Target URL – The target URL is where the banner or text link will point to.
3. Type – You have 3 different Types of banners to choose from: Image, Link, or Flash. To choose which type of banner you want to use, simply click on it. In the above example, the "Link" banner is selected.

- Image – Image banners are the typical banners. They are a single, constant image. They can be any size that you want to use.

- Text – Text banners are much better known simply as “Text Links”. They do not have any images attached to them, they are simply hyper-linked text.
- Flash – Flash banners are image based banners. The difference between normal image banners and flash banners is that flash banners will have some type of movement, whether it be rotating images or actual image movement.

4. Link/Alt Text – The link/alt text will function in one of two ways. If you are using a banner that includes flash or an image, this will be the ALT text that is attached to it. If you are creating a Text Link, then this will be the actual text that is displayed.
5. Image URL – This is where you will input the URL of the image that will be attached to your banner ad. This is only necessary when you are creating an image banner ad.



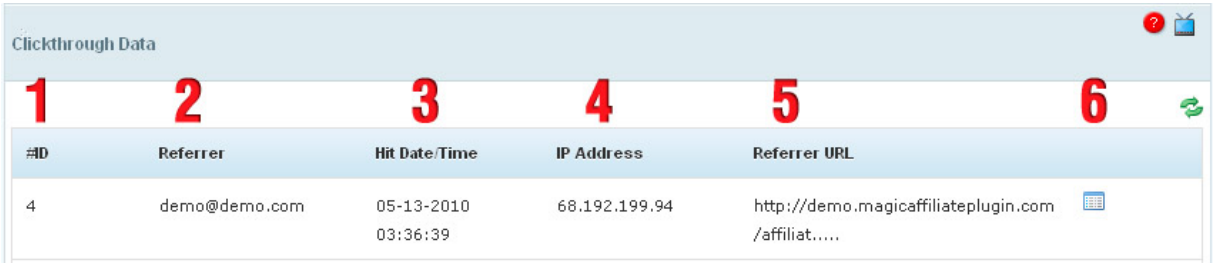
6. Flash Embed – This is where you will insert the flash coding if you are creating a flash banner.
7. Description – This is a description that will describe in detail the banner that you created. It can be helpful for you and for affiliates that have not used your banners before.
8. Is Active – This is where you can choose whether or not you want your affiliates to be able to use this banner. If you choose “no” then your affiliates will not see your banner at all. If you click “yes” then your affiliates will be able to see it in the banner section.

1.4 Click Throughs

The Click Throughs section will be where you can see what affiliate links have been clicked on as well as who referred them and even when. There is only one tab to choose from “Clicks” and will display all of the information that you need. If you click on the “Edit Icon”

another tab will appear, which is titled “View Click Data”.

1.4.1 Clicks

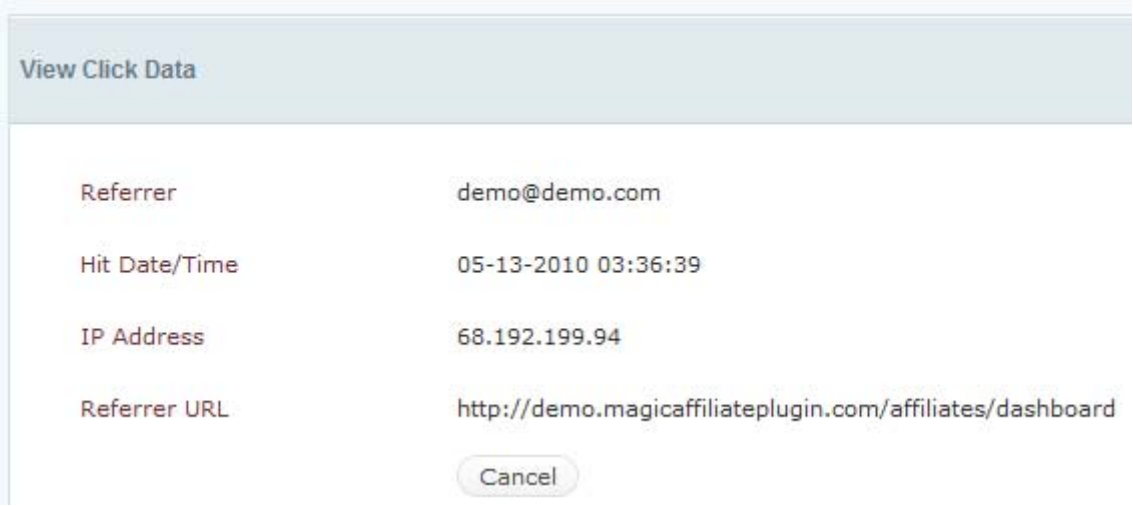


In this section, you will be able to view the list of clickthroughs. It is important to note that this page will be cached after your first view. In order to see the latest data, you will need to click the green reload icon on the upper right hand side.

1. ID – This is the ID number that will indicate in what order it was clicked. In this example, the ID number is 4, which means that this is the data from the 4th click on an affiliate link.
2. Referrer – This section will tell you which affiliate is responsible for creating this clickthrough.
3. Hit Date/Time – This section will let you know when this clickthrough took place.
4. IP Address – This will let you know the IP address of who clicked on the affiliate link.
5. Referrer URL – This will let you know what URL was clicked.
6. View Click Data Icon –This icon will allow you to single out a single click and view the data individually.

1.4.2 View Click Data

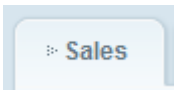
This section will allow you to view specific data about a single clickthrough that you wanted to single out. It will show you the Referrer, Hit Data/Time, IP Address, and the Referrer URL. This can be very important because sometimes not all of the information will be displayed. For example, it will display the full Referrer URL, which will not happen when viewing the information under the Click Tab if the URL is too long. Here is a quick look at what will be displayed.



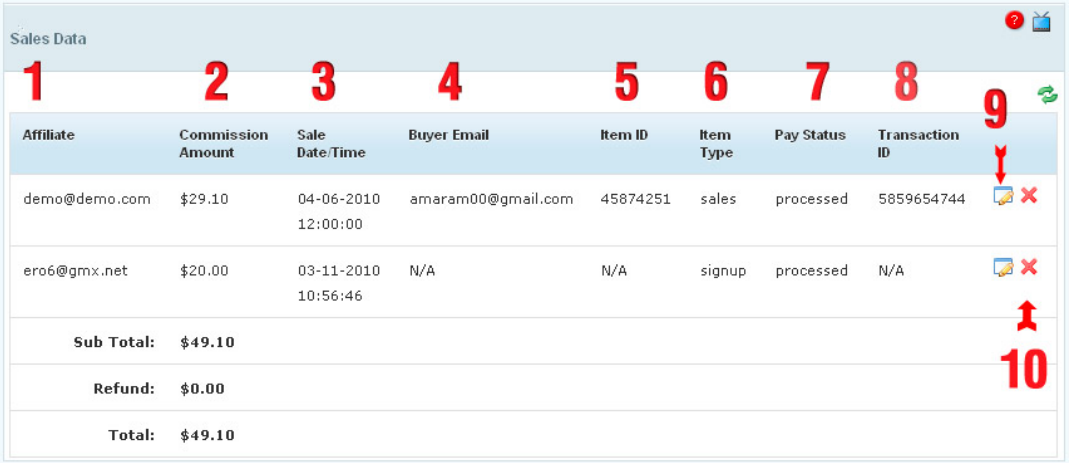
1.5 Sales Data

The sales data section provides a variety of important information. There are two separate tabs to choose from. The first is the sales tab, which provides all of the sales information. The second tab available is the Add Sales tab, which can be used to add additional sales. This is particularly useful if you also do offline sales as well.

1.5.1 Sales

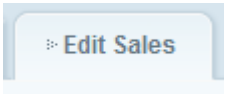


In this section, you will be able to see all of the sales that your affiliates have made. You will also be able to see what they are recieveing a commission for, such as a sale or a sign-up. As with other similar sections, this section will be cached after it has first been viewed. In order to get the latest data, make sure that you click the green reload icon on the upper right hand side.

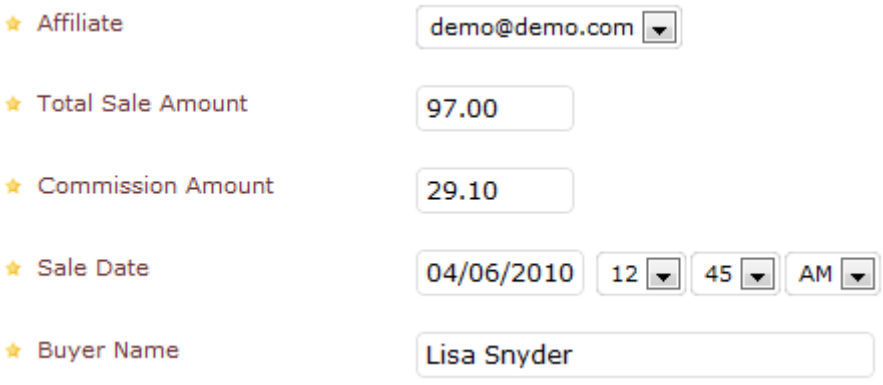


1. Affiliate – This column will list the affiliate who received the commission.
2. Commission Amount – This column will show you the total amount of the commission that was earned on the sale. This is especially helpful if your affiliates are paid on a percentage of the total sale.
3. Sale Date/Time – This section will give you the date and time of the purchase.
4. Buyer Email – If you require the buyer to enter their email, it will be displayed in this section. This is especially helpful if you are selling digital products because buyers can often input the wrong address and then contact you because they did not receive their product. You can use this section to verify their email, as well as correct it if needed.
5. Item ID # - The Item ID # will display the product ID # for the sale. This will help you determine what product was actually sold.
6. Item Type – This section will show you what the affiliate did in order to earn the commission. This is especially helpful if you are paying a commission for both sales and sign-ups.
7. Pay Status – This will let you know if the payment has been processed or not.
8. Transaction ID – This is a unique tracking number to help you track each transaction.
9. Edit Icon – By pressing this icon, the Add Sales Tab will change to an Edit Sales Tab, which will allow you to change any incorrect information about the sale.
10. Delete Icon – To delete a sale you simply click the Red X icon. This is most often used when a sale is reveresed, didn't proccess, or a refund was given. This will ensure that affiliate does not receive a commission for failed sales or returned items.

1.5.2 Add a Sale/Edit Sales

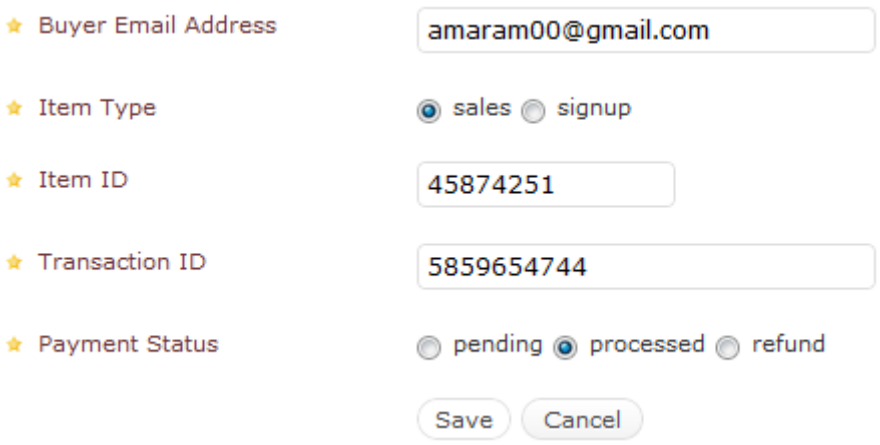


There are 10 information fields that must be filled out in order to add a sale manually. This also means that you can edit all 10 fields in case the sale was not recorded correctly for some reason. The edit that will most commonly take place is a modification of the payment status.



- Affiliate – Instead of typing in the affiliate name or email address, you will choose it from a dropdown menu that has every affiliate included in it.
- Total Sale Amount – This is the total amount of the sale.

- Commission Amount – This is the total commission that you will pay to the affiliate.
- Sale Date – This field includes both the date and the time that the sale was made.
- Buyer Name – This field should include the full name of the buyer.

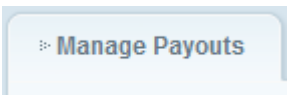


- Buyer Email – This is the email of the buyer. This should only need to be changed in the event that the buyer enter the wrong email address when making the purchase.
- Item Type – This is the section that allows you to choose whether the commission is being paid off of a sale that was made or a signup that was created.
- Item ID – The Item ID is the specific item identification number. This will help you identify what item was sold.
- Transaction ID – The transaction ID number will rarely, if ever, need to be modified. The Transaction ID will be automatically generated during the sale and can act as the reciept number.
- Payment Status – The 3 options available here are Pending, Processed, and Refund. Most payments will automatically be labelled as processed, so if processing takes some time, then you may want to manually label it as pending. If a customer wants a refund, then you can label it as a refund, which will ensure that the affiliate does not get credit for the sale.

1.6 Payouts

This is the section that will provide you with infromation pertaining to how much you have paid out, and to which affiliates. In this section, there are 2 tabs to choose from: Manage Payouts and Payouts History.

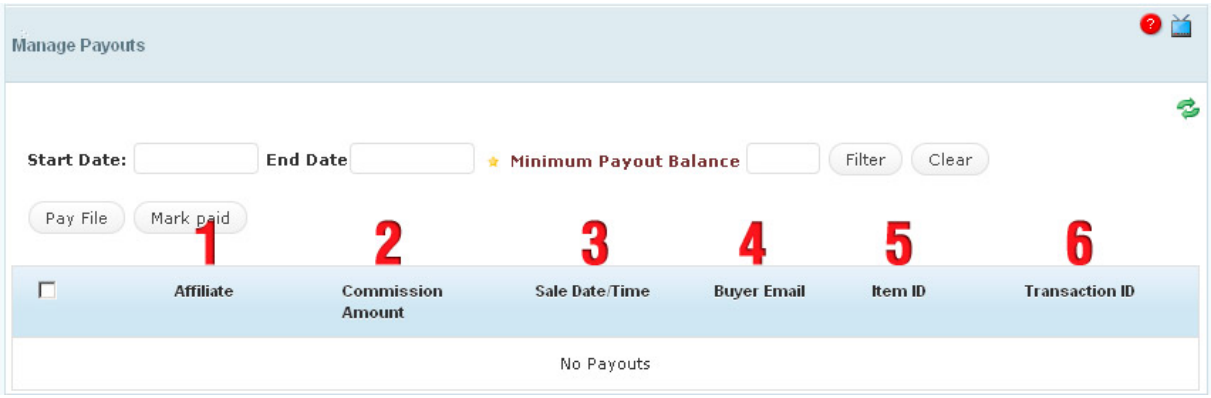
1.6.1 Manage Payouts



Within this section, you will be able to filter the commissions that need to be paid by date

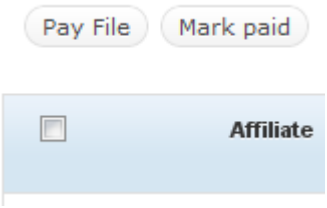
and/or minimum payout. Once you have filtered them, the data can quickly be turned into a PayFile, which will streamline your Paypal payments. Additionally, once you have sent a payment to your affiliates, you can mark them as “paid”.

As with other areas, once you get your results, they will get cached. In order to get the most up to date results, make sure to click the green recycle button on the top right hand corner.



1. Affiliate – This will show you the affiliate that made the sale
2. Commission Amount – This is the amount that the affiliate made per sale
3. Sale Date/Time – This will let you know when the sale was made
4. Buyer Email – This is the email address that the buyer submitted during the checkout process.
5. Item ID – The Item ID number acts as the stock number of the item
6. Transaction ID – This is the number associated with the specific transaction.

1.6.1.1 Creating a Pay File

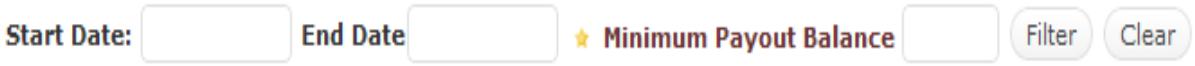


To create a Pay File, simply check the box next to the affiliates name. If you simply want to pay all affiliates that are owed a commission, then simply check the top box and it will select them all. Once you have checked all of the affiliates that you want to pay, simply click the Pay File Button. The Pay File makes streamlining your Paypal payments simple.

1.6.1.2 Mark a Commission as Paid

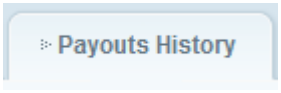
Obviously, you need to know which commissions have been paid and which commissions have not. To do this, simply click the checkbox next to the affiliates that have been paid and click the Mark Paid button. It will then remove that listing from the Payouts section, however you will still be able to find a record of it in the Sales Data section.

1.6.1.3 Filtering Your Results

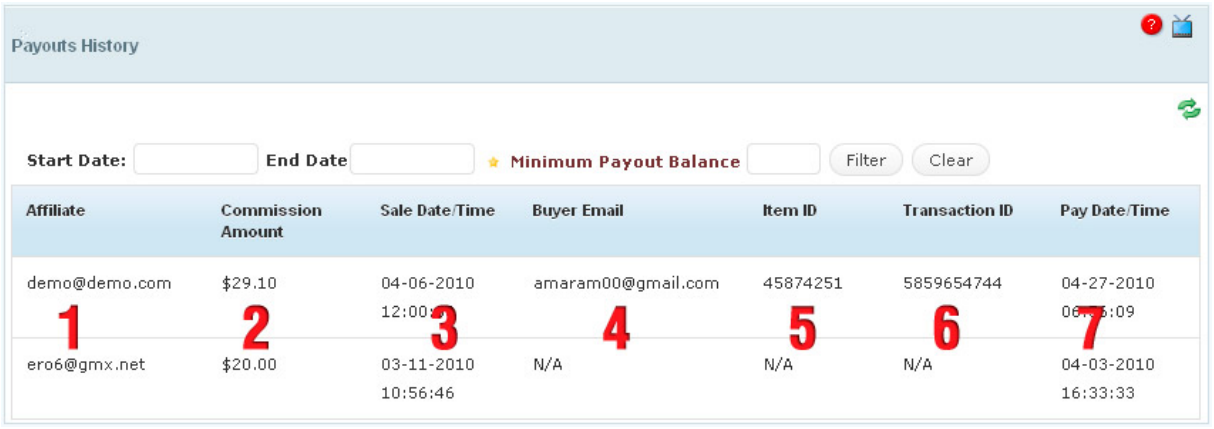


You can filter the results that you are presented by using either the Start Date, End Date, or Minimum Payout Balance. You can also use a combination of them as well. Once you have filled in the parameters that you want to use, simply click the Filter button.

1.6.2 Payouts History



The payouts history section is the place that you will find a listing of every payout that you have made to date.



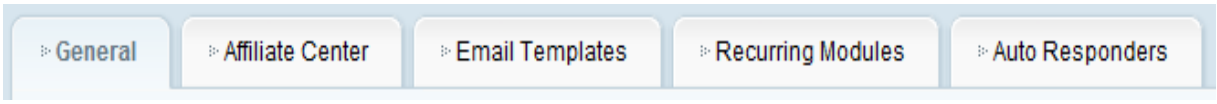
1. Affiliate – The email address of the affiliate
2. Commission Amount – The amount that was paid
3. Sale Date/Time – When the commission was earned
4. Buyer Email – The email of the buyer
5. Item ID – The product number that was part of the transaction
6. Transaction ID – This essentially acts as the reciept number
7. Pay Date/Time – This is when you made the payment to the affiliate

1.6.2.1 Filtering Results

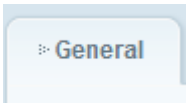
You can filter the results by the Start Date, End Date, and/or Minimum Payout Balance. Once you have set the parameters simply click the Filter button.

1.7 Settings

The Setttings section is considered by many to be the heart and soul of designing your affiliate program. There are 5 tabs that you can choose from: General, Affiliate Center, Email Templates, Recurring Modules, and Auto Responders.



1.7.1 General

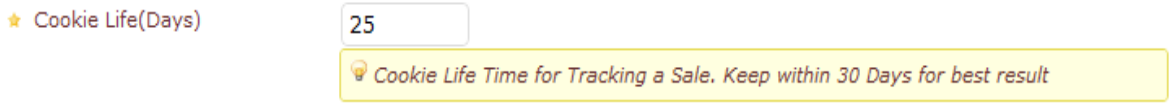


This tab displays a large number of options that will have a dramatic effect on how your affiliate program is set up. Here is a quick look at all of the options that are available.

1.7.1.1 Setting Up Your Affiliate Site's Header and Copyright Information

- Affiliate Site Title – Whatever you enter here will be displayed on the Affiliate Account Header.
- Affiliate Site Copyright – Just like the title goes in the header, the copyright will be placed in the footer.

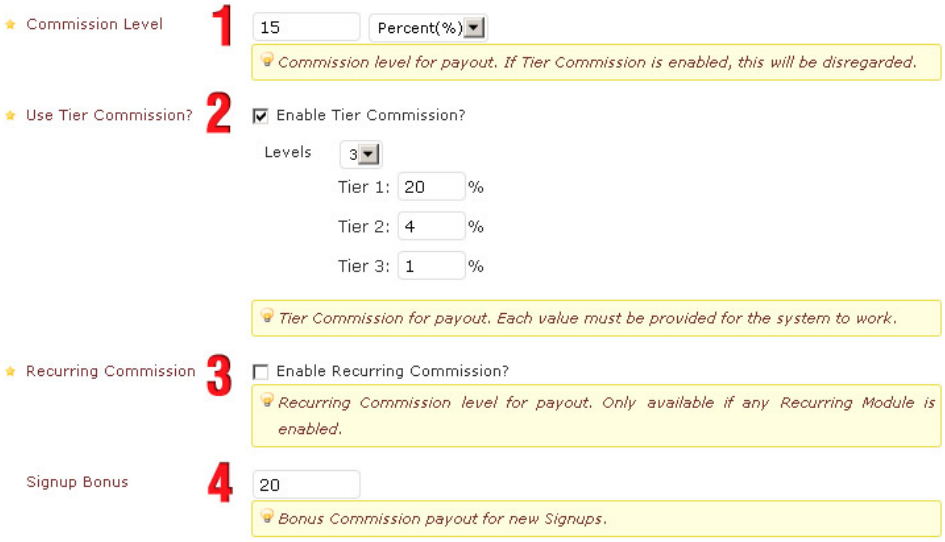
1.7.1.2 Setting Up the Lifespan of Cookies



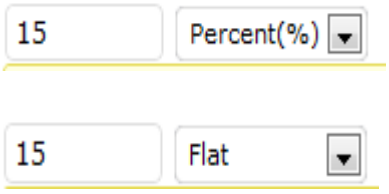
When you set up your cookies, the length will be in Days. So if you want a cookie to last for 2 months, then you would enter 60, not 2.

1.7.1.3 Setting Up the Commission Structure

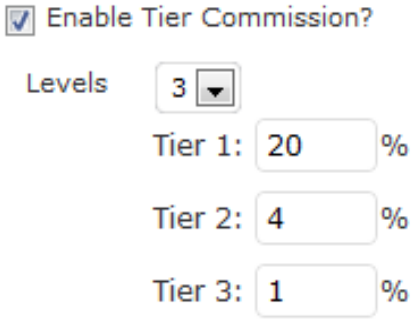
There are 4 different places that you can set up and alter the commission structure.



1. Commission Level – When setting the commission level, you first need to enter an amount. Next, you need to choose whether this amount is a percentage or a flat rate. Below is an example of what both settings look like. It is important to note that if you choose a tiered structure, then this setting will be ignored.



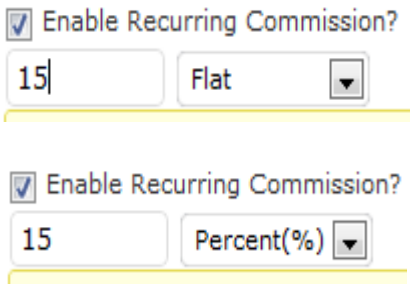
2. Tiered Commission Level – If you want to enable tiered commission levels, then you need to click the box to enable it. Once this is done, you need to choose how many levels you want to provide commissions for. Finally, you need to determine how much you will be paying affiliates based upon each tier.



In this example, the checkbox has been clicked, which means that the Tiered Commission

Level has been activated. In this example, there will be 3 tiers. The Magic Affiliate plugin will allow up to, and including, 5 tiers. Finally, you will see that Tier 1 has a payout of 20%, Tier 2 has a payout of 4%, and Tier 3 has a payout of 1%. If you do not enter data into every tier, it will not work properly. Additionally, with the tiered structure, all amounts must be a percentage. Using a flat rate is not possible.

3. Recurring Commission – Before setting this feature up, it is important to note that in order for it to function properly, a recurring payment module is necessary. If you are using Magic Member for your Membership Site, then this feature is already built-in.



Setting the recurring commission levels is just like setting up a regular commission. You must first make sure that the box is checked. Next, you need to enter a number. Finally, you need to choose between a flat rate and a percentage.

4. Signup Bonus

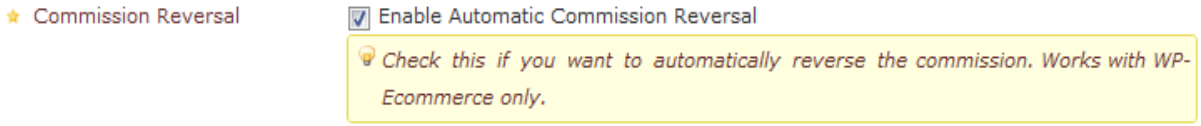
Signup bonuses are only paid out in the form of a flat rate. All you need to do is enter a number.

1.7.1.4 Setting Up a Currency

Setting up a currency is easy. Simply enter a currency symbol and enter a currency code.

1. Currency Symbol – Simply enter a symbol of the currency that you will paying affiliates with. This will also be the currency that all of your transactions are in. It is important to note that at this time, you can only work in one currency.
2. Currency Code – Entering the currency code is primarily used in conjunction with Paypal, however there may be other payment processers that will need this as well. If

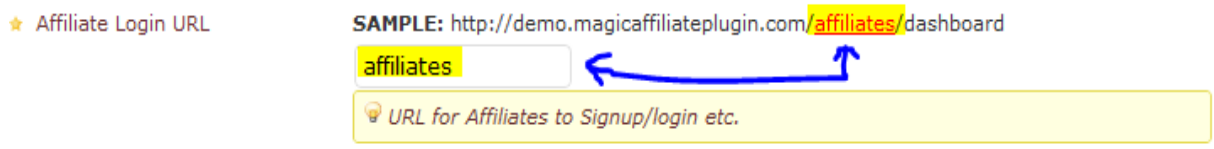
1.7.1.5 Setting Up Automatic Commission Reversal



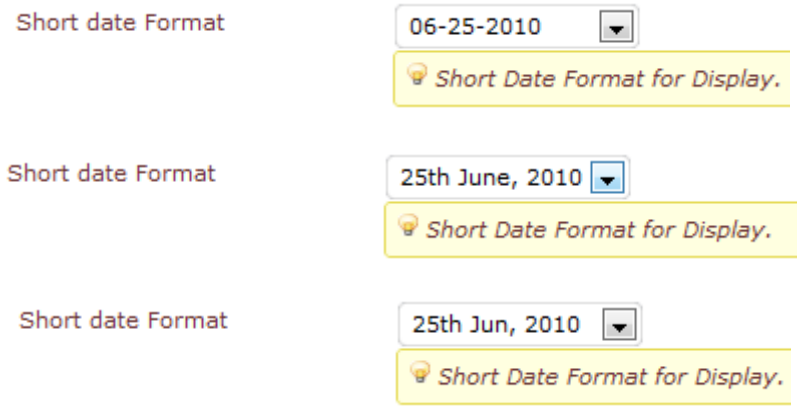
Currently this function works with WP-Ecommerce only. By checking the box, automatic commission reversal will be activated.

1.7.1.6 Setting Up Your Affiliate Website Details (Email, Login URL, Pagination, ect.)

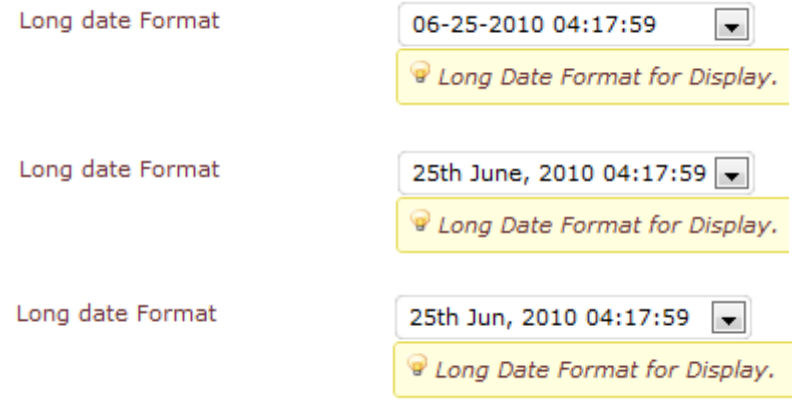
1. Setting Up Your Contact Email Address – Simply enter the email address that you want to be used for all contact requests.
2. Affiliate Login URL – The only information you need to enter here is what folder you want your affiliates information to be named. In this example, the folders name will be “affiliates”. This URL is where your affiliates will sign up for your program as well as where they will sign into their active accounts.



3. Terms and Conditions URL – This is where you will enter your the link to your terms and conditions page. Keep in mind that this should be the Terms and Conditions for the affiliate agreement, not for your main website.
4. Admin Notification – If this box is checked, then every notification will be sent to the contact email address. These notifications will primarily be sales notifications.
5. Short Date Form – You can choose from 3 short date forms from the drop down menu

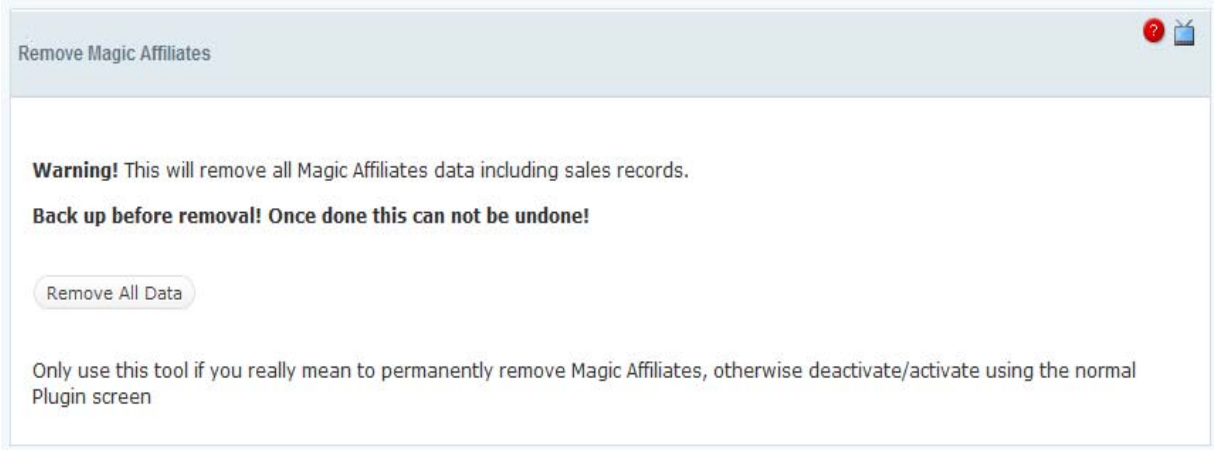


6. Long Date Form – This is essentially the same as the short form, however the time will be displayed as well. You can make your choice from the dropdown menu that is provided. Again, you have 3 options to choose from.



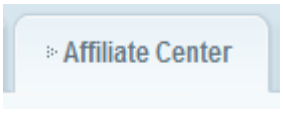
7. Pagination Limit – This is the pagination limit for both the Admin and the affiliates. All you need to do is enter a number in the available field.

1.7.1.7 Removing the Magic Affiliates Plugin

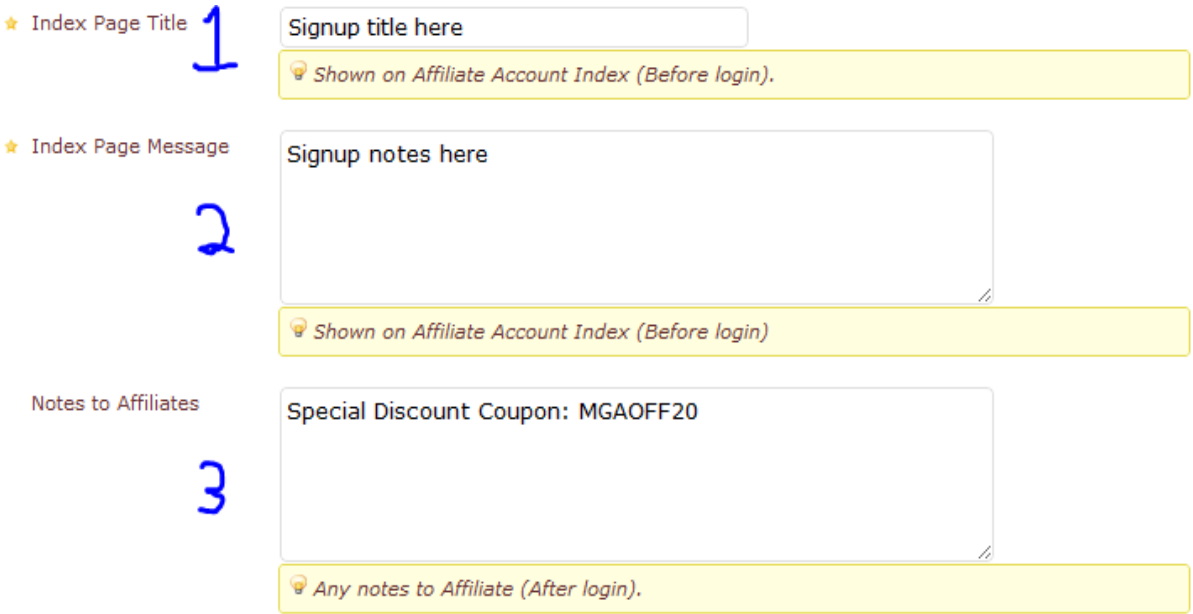


In order to remove the Magic Affiliate plugin (and all accompanying files) simply click the Remove All Data button. However, it is important to keep in mind that this action is **100% IRREVERSIBLE!!! USE WITH EXTREME CAUTION!!!**

1.7.2 Affiliate Center



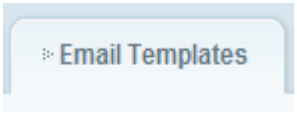
Under the Affiliate Center tab, you will be able to cutomize a few options that will directly affect what your affiliates will see. This includes the Index Page Title, Index Page Message, and Notes to Affiliates.



1. Index Page Title – This is the title that your affiliates will see before they login. Because the login and sign up page is the same, people who are thinking about becoming affiliates will see this as well.

2. Index Page Message – If there are any additional notes that you would like to provide to potential affiliates, then this is the place to add them. This can include pertinent information such as your payout structure and other important details.
3. Notes to Affilites – There will be an area in your affiliates dashboard entitled “Notes From the Administrator”. This is where your notes will be displayed.

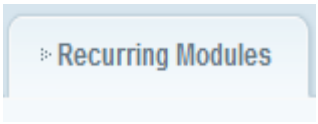
1.7.3 Email Templates



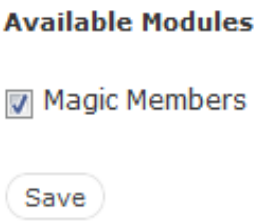
There are two different email templates that you can set up is this section: Sale Notification and Signup Notification.

1. Sale Notification – This is the email that will be sent to your affiliates when they make a sale.
2. Signup Notification – This is the welcome email that will be sent to affiliates immediately after they sign up for your program.

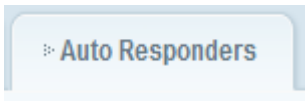
1.7.4 Recurring Modules



In this section, you will be shown all of the available recurring modules that you already have active on your website. To choose which one you want to use, simply check the box next to their name.

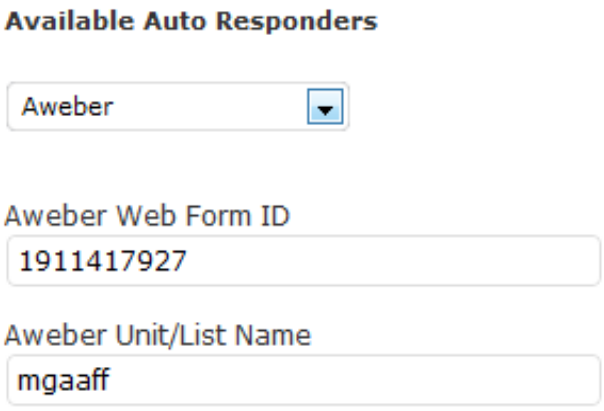


1.7.5 Auto Responders

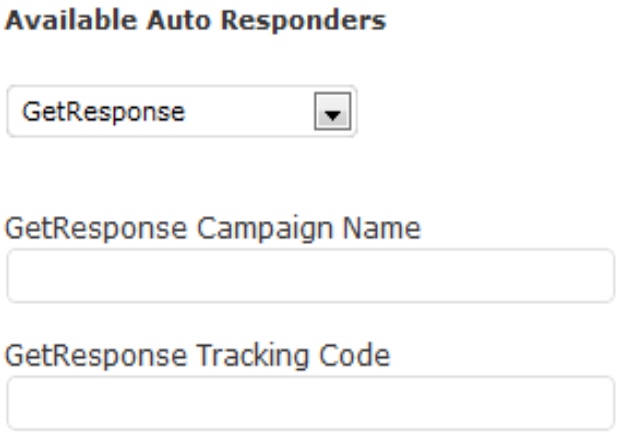


In this section, you will be able to integrate your Auto Responder. There are currently 3 different auto responders that are compatible with this plugin: Aweber, GetResponse, and Chimpmail. Here is a quick example of what information you will need to enter.

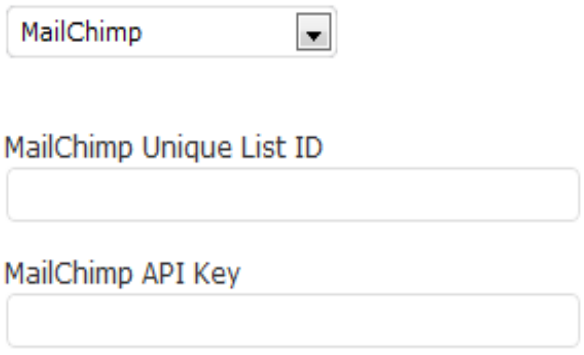
1. Aweber



2. GetResponse



3. MailCHimp



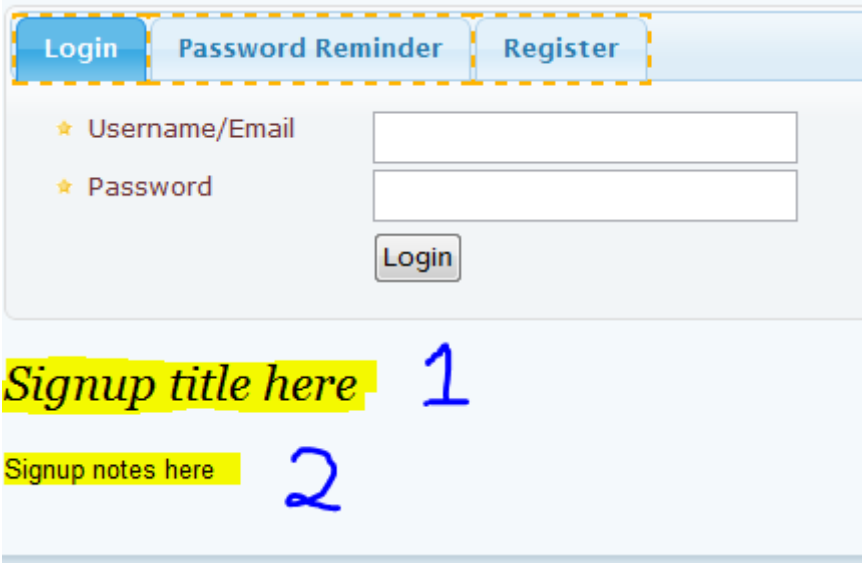
2. Affiliate Center

The Affiliate Center is where your affiliates will be taken to once they log in. Here is a quick look at some of the places where the choices that you make will be seen by your affiliates.

All areas that you can directly change from the Magic Affiliate Plugin will be highlighted

2.1 Before Your Affiliates Log In

This is the header that will be displayed. (Refer to 1.7.1.1)

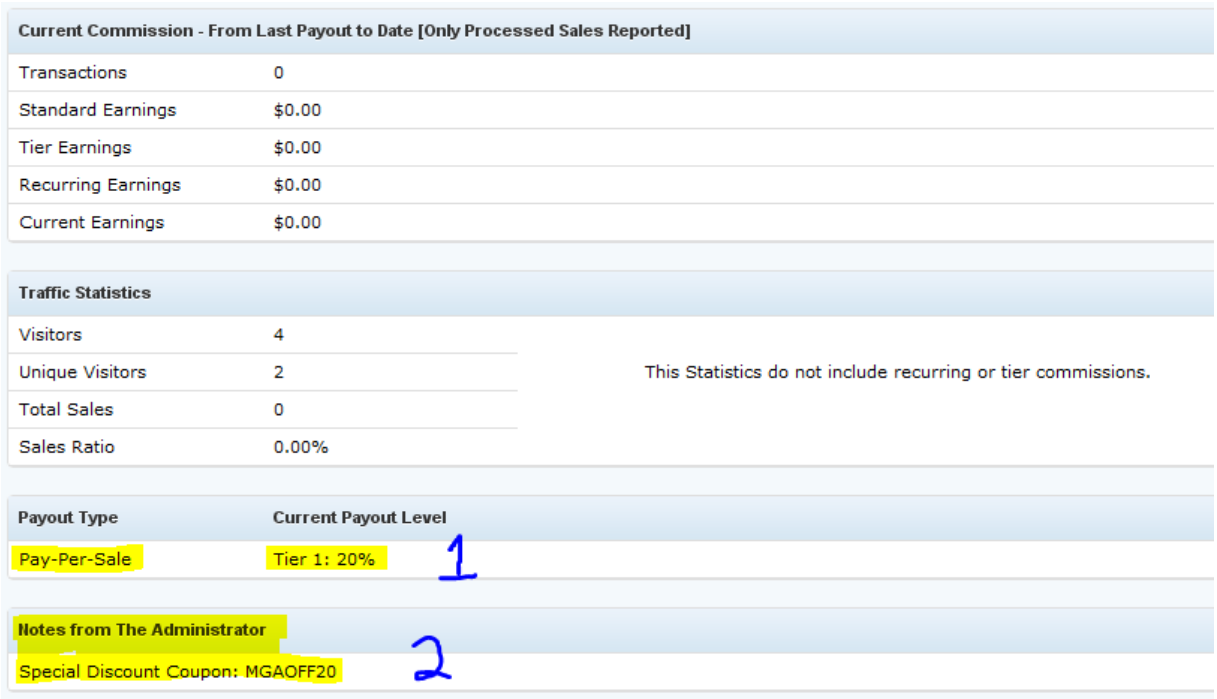


1. Signup Title Here - Index Page Title (Refer to 1.7.2)
2. Signup Notes Here - Index Page Message (Refer to 1.7.2)

This is in the footer and was refered to as the Affiliate Site Copyright. (Refer to 1.7.1.1)

2.2 Home

The Home section is the first section that an affiliate will see when they log into their account. There are 2 things in the Home area that you will directly effect.



1. Payout Type and Payout Level – This display will be based upon the settings that you choose when setting up your payment structure. (Refer to 1.7.1.3)
2. You can add a special note that your affiliates will only be able to see once they log in. This can be changed at the "Notes to Affilaites" section (Refer to 1.7.2)

2.3 Profile

The profile section is where affiliates can change their person information such as their address, name, and much more.

You can change all of this by using the Edit Affiliate tab, which is under the Affiliates section. (Refer to 1.2.2)

There are a number of other more astethic changes that you can make as well. This would include things like the short date and long date layout, as well as the admin contact information. However a majority of the Affiliate Center will be based upon the default settings.

One of the biggest benefits of using the Magic Affiliate plugin is that it was designed to be extremely easy to use, while also being easily customizable.

3. Common Questions/Troubleshooting

Here is a quick look at some of the most common questions that have been raised.

3.1 Which Affiliate Cookie Counts If Two Affiliates Send the Same Person to My Website?

Let's say that Affiliate A sends a customer to your website, but the customer does not make a purchase immediately. A week later, Affiliate B sends that same person to your website. When this happens, the most recent affiliate cookie will cancel the previous one out. This means that Affiliate B would get credit for the sale.

3.2 Can the Magic Affiliate Plugin Handle Offline Sales?

The only way to handle offline sales is to manually add the infomration yourself. If you have an in-house sales staff, they can all create an affiliate account and simply add the sales manually as they make them.

3.3 When Setting Up a Banner, Where Should the Target URL Point?

The target URL can be any page on your Wordpress website. Many people have found the best results by pointing it directly to a product sales page or landing page. It is also important to note that the affiliate ID number will automatically be added to every banner within the Affiliate Center, so your affiliates will not have to do any manual coding themselves.