



How to Protect Margins and Scale With Affiliate Programs this BFCM

Let's Start →



BFCM is the biggest revenue event of the year, but it's also when margins are under the most pressure. Ad costs surge as brands strive for customer attention, steep discounts cut into profit, and leaked coupon codes drain thousands without adding real sales.

The smartest way to offset this pressure is with a performance-only affiliate program. Instead of paying upfront for ads, build a channel where customers and creators drive sales, and only pay when revenue comes in. If you do this correctly, affiliates become a margin-safe growth channel during the most competitive shopping weekend of the year.

In this chapter, we'll cover the strategies and campaign ideas you can use to set up an affiliate channel that protects your margins while driving incremental revenue during BFCM.

Strategy:

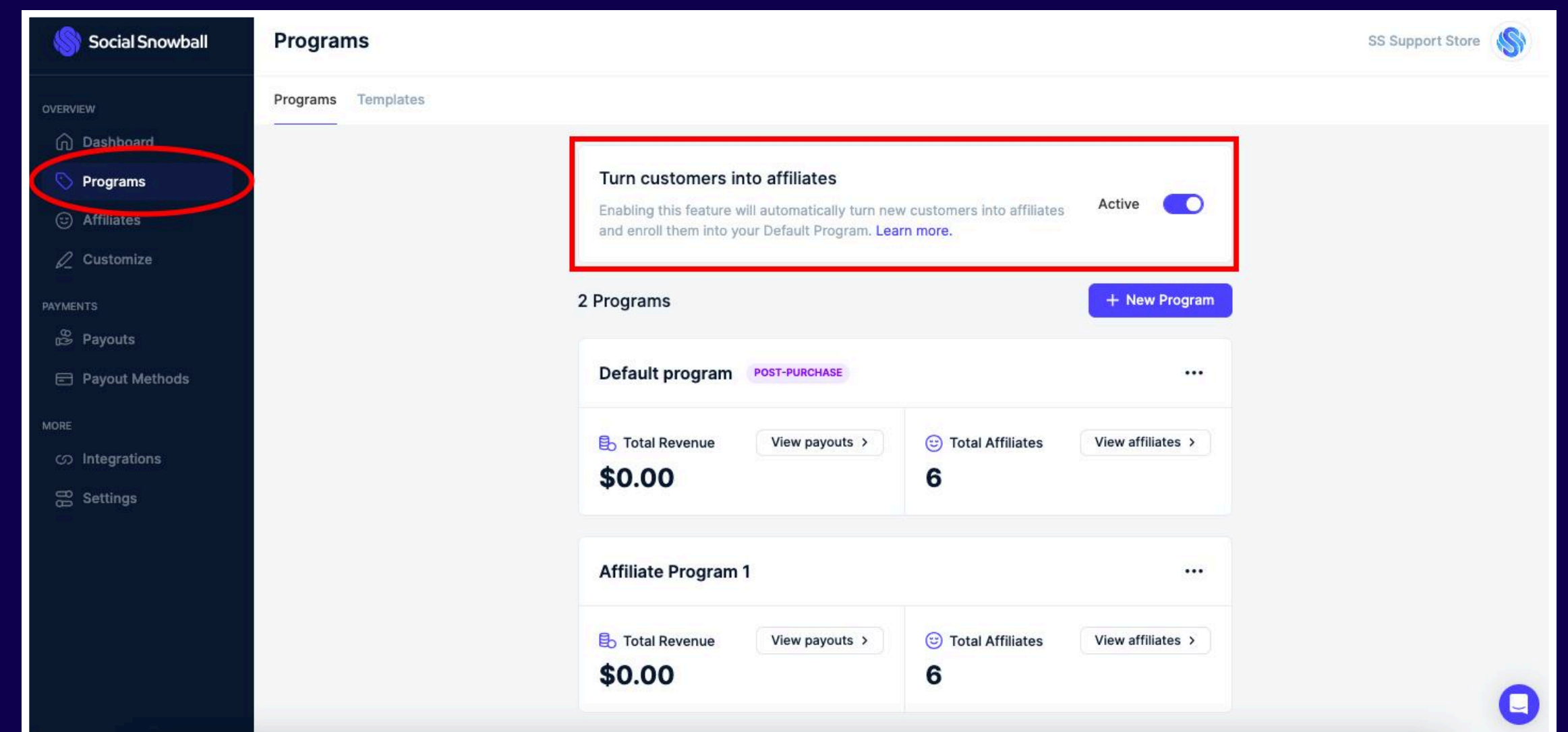
Build a Margin-Safe Affiliate Channel

Here are some ways you can use affiliate marketing programs to generate incremental revenue without adding to your fixed marketing costs:

1. TURN CUSTOMERS INTO AFFILIATES (LOW LIFT, HIGH REACH)

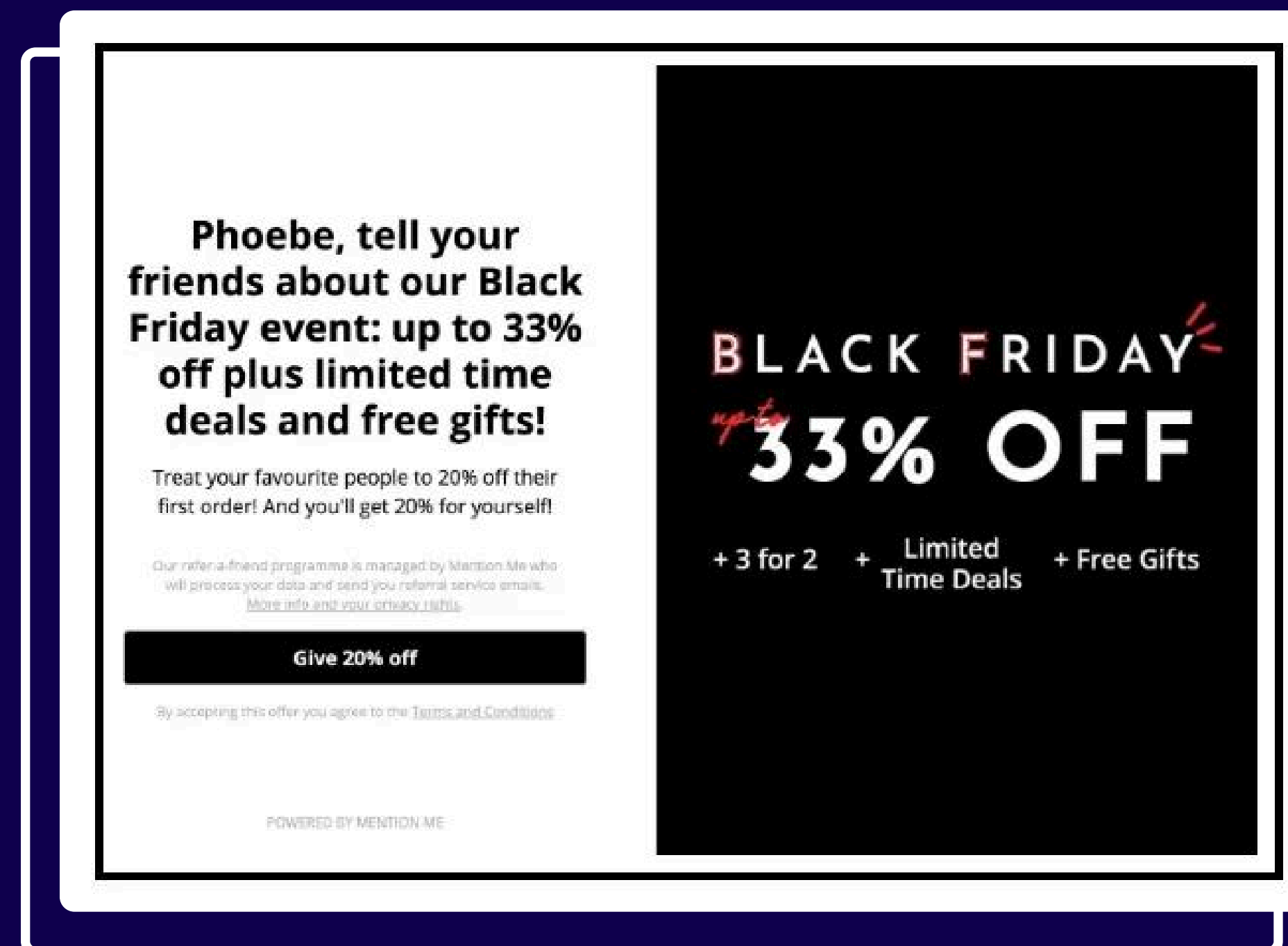
Your existing customers are the fastest way to scale an affiliate channel ahead of BFCM. They already know your brand, have experienced your product, and are more likely to share it authentically with their network. Instead of relying only on recruiting new creators, convert every buyer into an affiliate right after they purchase.

With Social Snowball, this happens automatically at checkout. The customer gets their own unique link or code the second their order is confirmed. There's no signup form or waiting period; just a direct path to start promoting. This timing is very important: striking while excitement for the purchase is fresh dramatically increases the chance they'll share.





Pro Tip: Don't present this as a generic affiliate invite. Frame it around your BFCM campaign to drive urgency. For example: "Share our Black Friday deals and earn commission—get your link instantly." The more tied your message is to the seasonal moment, the higher the activation rate.



2. DRIVE URGENCY WITH TIERED COMMISSIONS

Since BFCM is a short window, urgency is critical. A flat commission structure won't push affiliates to go the extra mile. Instead, offer tiered rewards that make affiliates sell harder when it matters most.

For example, you can offer a base rate of 10% but bump it to 20% for sales made between Black Friday and Cyber Monday. Or run milestone tiers like: *"Sell \$1,000 this weekend and unlock an extra \$100 bonus."*

These incentives let affiliates earn more, motivating them to actively promote your brand.

HOW IT WORKS

1

Copy Code Below

Copy the code and click the button below to complete sign up and access your dashboard

2

Share The Love

Share PurelyB with your friends, family, and followers. They'll get 10% off their first order

3

Earn Cash

Get 10% or more in store credit for every qualifying purchase made through your link

BRAND AMBASSADOR TIERS

TIER 1 - REFER \$0 - \$999

GIVE 10% OFF, EARN 10%

TIER 2 - REFER \$1000 - \$4999

GIVE 10% OFF, EARN 15%

TIER 3 - REFER \$5000 OR MORE

GIVE 10% OFF, EARN 20%

Earn store credit by referring us to your followers, friends, and family! We've generated the code below, feel free to start sharing and start earning today

3. STOP COUPON LEAKS

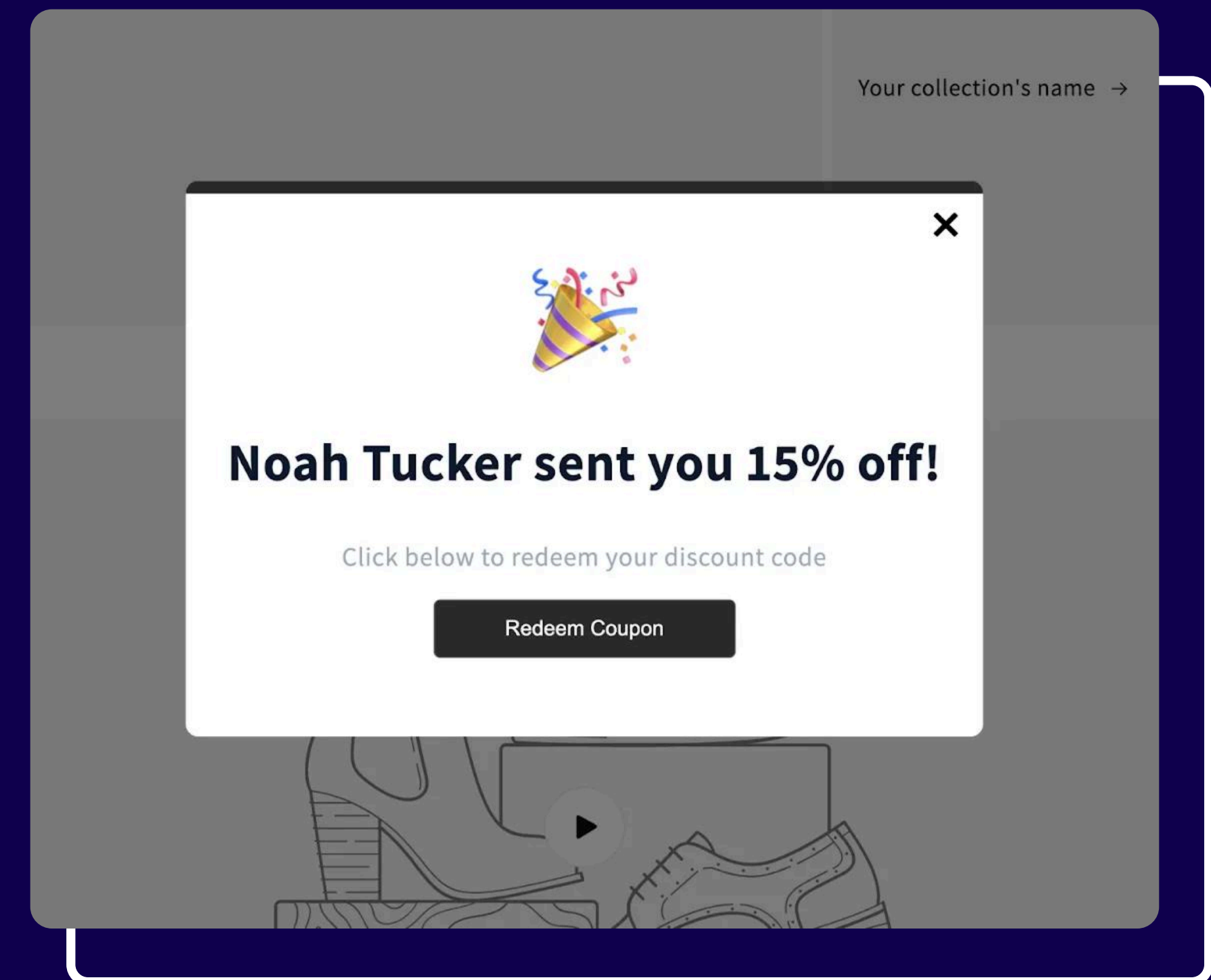
BFCM is the worst time to lose control of your discounts. Once affiliate codes leak onto coupon sites, they spread fast and cut into already thin margins. Even worse, you end up paying commission on orders that would have happened without an affiliate.

Safelinks by Social Snowball is designed to solve this:

Every affiliate link automatically generates a single-use discount code.

If the code leaks, it becomes useless after one redemption.

Affiliates still get credit for their sale, but you don't face endless discount abuse.



4. LEVERAGE TIKTOK SHOP + UGC TRACKING

TikTok Shop is built for high-volume sales during BFCM. Shoppers can buy directly inside the app, and affiliates can push your products through authentic, short-form videos that convert faster than paid ads.

Why this matters for BFCM:

You know which affiliates are worth doubling down on during the sale.

You can quickly spot top-performing content and repurpose it into ads or emails while the sale is still running.

You're not guessing which UGC is working because you already have performance data.

With Social Snowball, you see exactly which creators, posts, and videos are driving revenue. Every affiliate-generated TikTok Shop order is tracked in real time and tied back to the content that produced it.

5. RUN A LEADERBOARD TO KEEP AFFILIATES ENGAGED

Flat commissions keep affiliates active, but they don't always inspire them to push harder. A leaderboard adds competition and urgency during BFCM when every extra post and share matters.

Why this works for BFCM:

Affiliates see exactly where they stand, driving more effort.

Competitive sellers push harder to climb the ranks, generating incremental sales you wouldn't get with flat rates.

You turn BFCM into a challenge, not just another weekend of posting.

Here are some ways you can set up leaderboards:

Rank affiliates in real time based on sales or revenue during the BFCM period.

Offer meaningful rewards for the top spots: bonus cash, higher commissions, or exclusive products.

Highlight progress so affiliates know what they're chasing and don't slow down mid-sale.

Closing Takeaway

BFCM doesn't have to mean higher ad spend and shrinking margins. By turning your customers and creators into affiliates, you add a sales channel that only pays out on real results.

With Social Snowball, you don't waste time on manual setup or worry about coupon abuse. Your program runs automatically: converting customers into affiliates, protecting discounts with Safelinks, tracking performance across channels, and paying out in bulk.

You head into BFCM knowing every affiliate-driven sale is incremental, margin-safe, and fully automated.

**Ready to drive
revenue
through affiliates and
referrals?**



Nik Sharma
Founder & CEO

**SHARMA
BRANDS**

"Whether you need an affiliate marketing platform or an easy way for your customers to share their own referral links, Social Snowball makes both of them easy. My favorite feature about Social Snowball is Safelinks, the dynamic coupon codes, which prevent leaks to coupon sites. It's also very easy to setup and manage."

**Want to set up your
affiliate channel in time for BFCM?**

[BOOK A DEMO WITH SOCIAL SNOWBALL](#)