




#ASE19

GOLDEN CIRCLE

- How?
- What?
- Why?

How, What & Why...

The Top 10 Affiliate Marketing Essentials

-  Jeannine Crooks
-  Mike Allen
-  John LoBrutto

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- How?
- What?
- Why?

The Speakers!



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VITAL PLAN

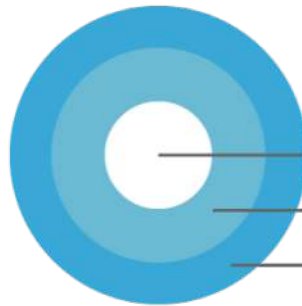
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What is the Golden Circle?

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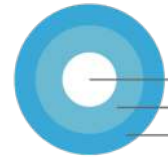
How: What is the Strategy?

What: What are the tactics?

Why: What is the purpose?

Variation of the Golden Circle concept in Marketing...

1. Start with your purpose: **Why** you are doing something.
2. Identify: **What** is needed to accomplish goals (these are tactics).
3. Summarize: **How** you will accomplish this (organizing and executing tactics into coherent strategy).



How?

What?

Why?

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1. How do I make money with Affiliate Marketing?

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Definition – someone clicks through your link to the merchant and completes the desired action for which you are paid a commission.

Action Types

- CPS/Rev Share – Cost per sale. Paid a portion of the sale amount
- CPL – Cost per lead. Usually paid a fixed amount
- CPI – Cost per install. Paid when an app is successfully installed.

Promotional Methods

- Content – blogs/websites offering information on a product/merchant
- Social Media – links to merchants from Facebook, Twitter, Pinterest
- PPC – pay per click, ads purchased by affiliate, direct to merchant.
- Display – banner ads purchased by affiliate, direct to merchant



How?

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1. How do I make money with Affiliate Marketing?

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Who is my audience?

- Who are my readers? What do they want?

What drives my traffic?

- Why click to my website? What makes people do it more?

What are similar websites linking to?

- Identify the competition's best practices.

What merchants fit my business?

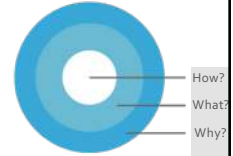
- Who do I want to work with? What do I have a passion for?

How can I promote my merchants?

- What is the best way to drive visits to my merchants? Price? Reviews? Offers?

What is my ROI?

- Am I making money? What are the metrics?



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2. What are the Best Practices in Technology?

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Consider Using WordPress

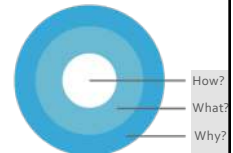
- World's most-popular CMS
- Many free and premium plugins / themes to extend
 - Easy to insert FTC compliance
 - Link management: PrettyLinks plugin
 - SEO: Yoast, SEOPress, or RankMath
 - Datafeed integration with Datafeedr (using WooCommerce)

Site Specifics

- SSL site-wide
- Solid web hosting
- Customer Support – contact form, "about" page, privacy policy

Specialized Network & Third-Party Tools

- Coupon code tracking (networks)
- Affluent (affluent.io) to aggregate and report
- FMTC - premium coupon service
- Skimlinks or Sovrn //Commerce (formerly VigLink)



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AFFILIATE
SUMMIT
East

*3. How do I
choose the right
Merchants?*

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What should I look for?

- Product Selection – good options, good prices, in stock, promotions
- Well designed site – would you buy from them?
- Good program terms – commission rate, cookie length, T&Cs
- Strong conversion rate, EPC, approval rate, prompt payment
- Good affiliate support – responsive program manager
- Deeplinking available – link to a specific product for better sales
- Datafeed – set up a store on your site
- Competitors – what merchants do your competitors use?
- Favorite network – recommendations from network, interface preferences



How?
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SUMMIT
East

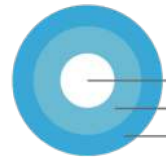
*3. How do I
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Merchants?*

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What about working only with Amazon?

Not a good idea!

- One day cookie / lowest commission rates
- Easily removed from program – over 25 different ways to trigger removal
- No advanced technologies, i.e. cross-device tracking, convert-a-link, API
- No free products, no sponsored posts, no personal promotion opportunities
- Limited presentation options
- Can't sell to family or friends



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4. How do I work with Merchants?

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How?
What?
Why?

How do I get approved by merchants & networks?

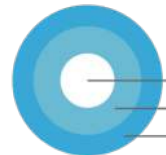
- Network applications require:
 - Name, Address, Phone, Site URL
 - Make sure email address is correct
 - SSN or Business Tax ID
- Site is clean & neat, no typos
- Site includes contact info, privacy policy, about us, contact us
- Complete network profile
 - List all URLs
 - Site description should be longer than one sentence
- Tell merchant why your site is a good fit

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4. How do I work with Merchants?

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How?
What?
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Always Be Compliant

Why is compliance vital to success?

- Creates trust
- Allows long-term relationships to flourish
- Essentially is “technical etiquette” (reduces uncertainty)

What types of compliance are there?

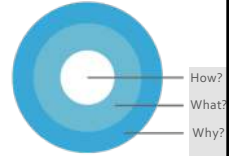
- Affiliate network’s terms
- Merchant’s terms (trademark usage, search bidding, linking, etc.)
- FTC affiliate link disclosure – see affgeek.com/ftc
- Voluntary (IAB, PMA, BBB, etc.)
- Legal based on jurisdiction

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4. How do I work with Merchants?

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How do Advertisers Communicate?

- Good Advertisers communicate regularly with publishers
- Commission Changes & Changes to program terms
- New content, products & promotions
- Special affiliate offers
- Respond to develop a relationship with Advertiser

How can you create a compelling reason to increase commissions?

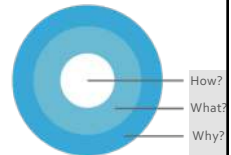
- For a win-win joint venture
- After you've established a relationship with the Advertiser
- When more commission = more sales volume
- Opportunity for an exclusive or premium placement

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5. How can I understand the Metrics?

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Metric Questions...

- What products / services are selling best? Not selling at all?
- Am I paid on gross or net sale? What is the validation period?
- How do cancellations & return rates affect commission?
- What is the current EPC for each Merchant?
- Is the reversal rate (cancelation/ fraud) low or high?
- What is the current & historical click through rate / conversion rate?
- What is the Average Order Value?

Do you understand how

Click-Through, Conversions & Cancellations

affect commissions and revenue?

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5. How can I understand the Metrics?

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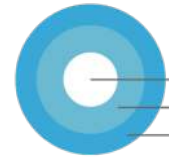
Impressions	25,000	Results
CTR - Click Through Rate	4%	1000
CR - Conversion Rate	3%	30
CX - Cancellation Rate	10%	-3
CPA - Cost Per Action	\$200	27 x 200
Publisher Revenue		\$5,400

Example A:
High Volume
(Optimized)

Impressions	25,000	Results
CTR - Click Through Rate	4%	1000
CR - Conversion Rate	1%	10
CX - Cancellation Rate	20%	-2
CPA - Cost Per Action	\$200	8 x 200
Publisher Revenue		\$1,600

Example B:
Low Volume

Performance dramatically affects Publisher's Revenue



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6. Why shouldn't I use Google Analytics?

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Google Analytics were not designed to track affiliate marketing!

Google Analytics were designed to track site activity

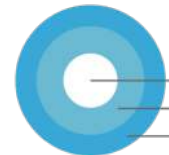
- How visitors arrived, their path and time on site, their exit point

Different criteria than merchant/network

- Numbers will rarely match what the network records
- Network/In-House program has final decision of sales amount
- Doesn't track returns, cancellations, declined credit cards

Use Google Analytics to:

- Identify top performing keywords
- Best/worst converting pages



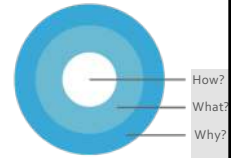
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7. Why should I optimize my site?

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Why is it important to have unique / optimized pages?

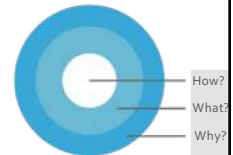
- Adds value to the user's experience
- Validates you as a referral source for the Merchant
- Usually are the Merchants' highest converting pages
- Creates SEO relevance & improves organic search results
- Provides unique benefit & creates loyalty
- Often have competitive pricing & unique offers
- Provide defined target audience & improves conversions
- Builds a closer relationship with the advertiser

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7. Why should I optimize my site?

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SEO: Write for your readers, not Google!

- Search engines don't buy from you
- High "bounce rates" likely harm rankings

Should I rely on Banner Ads, Text Links or Both?

- Text links always outperform banner ads
- Banners sometimes negated by ad blockers
- Banners are seldom clicked (very low banner CR)

Instead...

- Answer questions
- Address human needs
- Provide solutions (and convenience)
- Naturally sprinkle content with text links
- Use banners to add color & show branding

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8. What is customer loyalty & Why does it matter?

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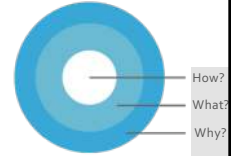
What is your unique benefit that creates customer loyalty?

How do I attract visitors?

- Traffic is the most important component of your affiliate business.
- How you source will determine how to spend / allocate resources.
 - *If all of your traffic is new and from paid sources, then customer loyalty or return customers are not a priority.*
 - *If you count on repeat visitors and referrals by previous customer, then customer loyalty is a vital part of your site strategy.*

How do I create Loyalty?

- Do you have the best price?
- Do you provide user reviews or does your site review products?
- Do you provide unique offers or exclusive promotions?
- Do you provide monetary compensation, like rewards?
- Do you have high organic search positions? Is your brand familiar?
- Do you have an interested community to engage?



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9. Why should I get involved in the industry?

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Affiliate Marketing = “Relationship Marketing”

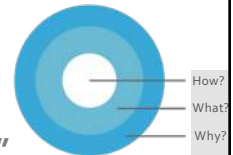
...so you need to build relationships!

Rapidly Changing Technology

- You need to be “well-read”
- Always something new to learn
- Your insights are valuable to others
- Competition & Amazon’s dominance

Legal & Technical Environment

- Legislative & regulatory proposals
- Compliance requirements (FTC, privacy, GDPR, more!)
- Tracking changes (ITP, Parallel Tracking, etc.)



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10. Why I should never quit on Affiliate Marketing!

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How long should I keep trying?

- Don't give up. Keep optimizing. Find better ways. Ask for recommendations. Follow best practices.
- If money is tight, dial back, but don't throw in the towel!

What help is available?

- The PMA (thepma.org)
- Network & industry resources – see affgeek.com/resources

How can I manage affiliate marketing part time?

- Do "on the side" if the income is not sufficient for full time.
- Keep expenses low. Look for opportunities to earn. Expand efficiently.

Why would I want to miss these great events!

- Affiliate Summit is great place to network – even more, it's *School* for Affiliates! Have fun, learn and apply your new skills!

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Q & A Time....

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