

# Affiliate Marketing Concepts & Careers

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- ✓ Introduce the concept of performance-based affiliate marketing for web retailers.

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- ✓ Introduce the concept of performance-based affiliate marketing for web retailers.
- ✓ Demonstrate best practices for successful affiliate marketers, aka “publishers.”
- ✓ Highlight career opportunities in the performance marketing landscape.
- ✓ Be sure attendees walk away informed and curious about the performance marketing space.

# Affiliate Marketing Concepts & Careers

## What is Affiliate Marketing?



WIKIPEDIA  
The Free Encyclopedia

Wikipedia says...

*“**Affiliate marketing** is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.”*

# Affiliate Marketing Concepts & Careers

 Affiliate Marketing 101



# Affiliate Marketing Concepts & Careers

## Definitions:

- ✓ Publisher. Person, blog or website promoting retailer brands, products or services online. Publishers are commonly referred to as “Affiliates” or “Affiliate Marketers”.
- ✓ Advertiser. Ecommerce retailer selling consumer products, or a web-based service provider. Advertisers are commonly referred to as “Merchants”.
- ✓ Affiliate Network. SaaS technology platform that provides promotional collateral, ad tools, sale referral tracking and publisher payment processing.
- ✓ Conversion Rate. Standard metric in performance marketing that displays the rate of clicks (or referred potential customers) to actual sale transactions.



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- ✓ Social Media: Popular groups (or personal brands) on social networking sites like **Facebook**, **Meetup** and even **YouTube** make great publishers.

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## History of Affiliate Marketing:

### Origin

Translation of revenue share principles to e-commerce on the World Wide Web.

- › 1994: PC Flowers (**William J. Tobin**) online commerce on **Prodigy**.
- › 1994: CDNOW launches BuyWeb program with many music websites having links.
- › 1995: PC Flowers Prodigy store migration to World Wide Web.
- › 1996: Amazon launches associate program that includes banners for websites.

\* Amazon was not the first merchant to offer an affiliate program, but its program was the first to become widely known.

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## History of Affiliate Marketing:

### Historical Development

Affiliate marketing has grown quickly since its inception.

- › Affiliate programs are now an integrated part of online retailer business plans.
- › Performance marketing is the most cost effective online marketing channel.
- › Publishers not only drive sales, but they're effective customer acquisition tools.
- › The vast reach of many relevant publishers help to establish new brands.

\* Consider there are generally little or no costs to advertisers for the branding, or promotional & advertising efforts of publishers.

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## History of Affiliate Marketing:

### Web 2.0 & Mobile

The modern web has greatly impacted affiliate marketing.

- › **Pay per click** bidding and search engine marketing.
- › Social media websites/networks and “**social marketing**”.
- › Rise of blogosphere, and influential bloggers that drive conversion.
- › Content is King, but Communities Rule!!!

\* Mobile marketing, customer engagement, social media and online community building are crucial components for modern publishers.

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## Best Practices of Successful Publishers (Bloggers):

- ✓ Authority & Traffic: Build traffic and become authority first, then revenue.
  - × Have a passionate interest in your content.
  - × Be diligent, building a company or personal brand online takes time.
  - × Putting out good content is your best “SEO.”

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- ✓ Revenue: Once an established presence online, it's time to earn.
  - × Seek out online retailers, deal codes or relevant products to promote.
  - × Review advanced ad tools to allow greater depth of marketing.
  - × Diversify earnings from multiple ad networks and your own media kit.



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## Long-Term Careers in Affiliate Marketing:

- ✓ **Entrepreneurs Welcome!** **Ebates**, the first billion dollar acquisition of a publisher.

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- ✓ **Performance Marketing Service Providers.** Consultants, analysts, technology providers and even trade shows.

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- ✓ **Lateral Online Marketing Opportunities.** Affiliate marketing is one of several online marketing channels.

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- ✓ **Executive Level & Management Opportunities.** Advance to “Director of Ecommerce” and beyond for top brands!

# Affiliate Marketing Concepts & Careers

Remember these important points..

- Anyone can start out as a publisher/affiliate marketer.
- Curate content & community on what you're passionate about.
- Put out good content, it's your best “**SEO**”.
- Be patient...build community first, generate revenue later.
- Once an authority brand, diversify your earnings.
- Knowledge of affiliate marketing makes you a commodity.
- Affiliate marketing can become your career.
- Start small and **GO BIG!!!**

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## Resources

- ABestWeb** - Affiliate Marketing Forum.
- AM Navigator** - Affiliate Marketing Blog by Geno Prussakov.
- FeedFront** - Affiliate Marketing Magazine.
- PMA** - Performance Marketing Association.
- Sugarrae** - Affiliate Marketing Blog by Rae Hoffman.

## Networks

- Amazon Associates**
- AvantLink**
- CJ Affiliate by Conversant**
- Ebay Enterprise**
- Ebay Partner Network**
- Impact Radius**
- Rakuten Affiliate Network**
- ShareASale**

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