

Affiliate Programs and Content

Affiliate Marketing



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**Affiliate
programs**

Affiliate programs



- An automated electronic program that involves a web advertiser and recruited webmasters. The webmasters, as affiliates, advertise the company's products and services
- In most cases it's free to join
- You need to find a program which offers attractive conditions and fits your audience

| Example: An online retailer pays commissions to affiliates to generate traffic to his website

Benefits of affiliate programs:



- Support from your affiliate manager
- Educational materials
- Promotional materials |advertising banners, htmls
- Bonuses and promotions



| Those help you advertise their offers

Choosing an affiliate program

- Be careful, choose a program that fits
- Research the program
- *Check the conditions
- *Check the payment methods
- Commission isn't the most important factor
- Make sure it fits your goals
- Bonuses and promotions
- You might not be approved



Some affiliate programs

1996

amazonassociates

<https://affiliate-program.amazon.com/>

Rakuten
Advertising

*Walmart & Best Buy

<https://rakutenadvertising.com/>

1996

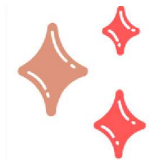
 **affiliate**
by **CONVERSANT™**

<https://www.cj.com/>

1998

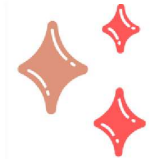
Amazon Associates

- **Well-known and trusted brand** *high reach
- **Diversity** *they update the shop regularly
- **Extended benefits** *Purchases from your affiliate link
- **Support** *Emails for abandoned carts | Pitching relevant products
- **Safe and reliable** *information and earnings
- **Cookies** *90 days for products in the cart



Considerations

- Before approving you, Amazon will go through a review process
- You need to make 3 sales in 180 days
- Lower affiliate commissions *from 4% to 10%
- Cookies *24 hours if people don't add to their carts
- You cannot advertise links offline *as email attachments, printed materials
- Amazon Associates has a service for images *for image links or codes
- You cannot have more than one account



- Global e-commerce platform and affiliate marketplace

Wide range of products

- 60 day money back guarantee
- Clickbank sellers and affiliates are subject to Clickbank fees
- Affiliates who don't make sales over a period of months are charged \$1 a day plus up to \$50 per period
- Affiliates and sellers can't communicate directly



1998

Some affiliate programs for Bulgaria



Answear.bg, Zaful, Alibaba, Aliexpress, Ebay, etc.

https://mylead.global/bg/affiliate-programa-answear-bg_303743



Dormeo, Topshop, Aboutyou, CCC, Factcool, Notino, etc.

<https://www.vivnetworks.com/bg/affiliate-katalog/notinobg/>

The logo for SPESTETE % BG, featuring the text "SPESTETE" in white on a black background, followed by "% BG" in white on a green background.

SPESTETE % BG

The logo for Grabo .bg, with "Grabo" in large blue letters and ".bg" in smaller blue letters to its upper right.

Grabo .bg

Some affiliate programs for Bulgaria [2]



MODIVO


MYPROTEIN



BOOKTRADING



**HYBRID
BOOKS**



**Referral
systems**

Referral systems

- New Affiliates
- % of the commissions
- The more referrals you bring, the higher your commission can go

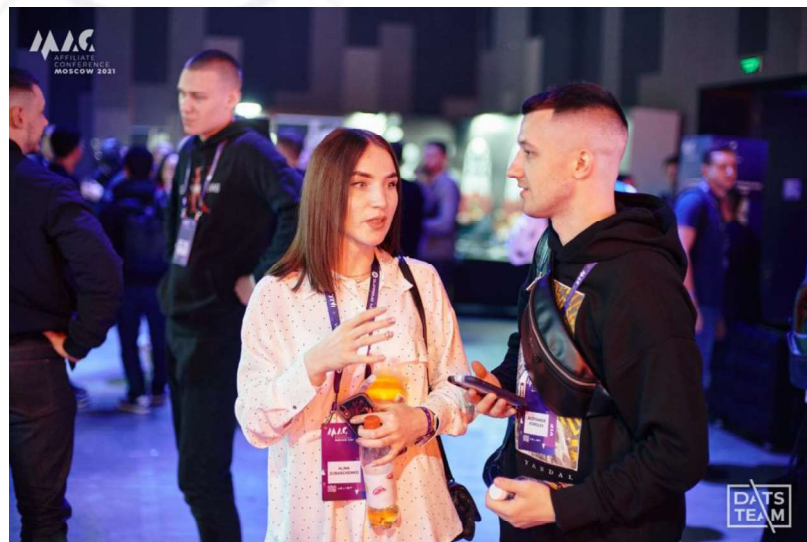




Conferences

- Offline meeting places for affiliate marketers and e-commerce entrepreneurs
- Speeches and panels with experts presenting insights and data-driven strategies
- Live Q&A sessions

MAC 2021



Live conferences

24-25.05.2022



6-7.07.2022



Online conferences

Online conferences

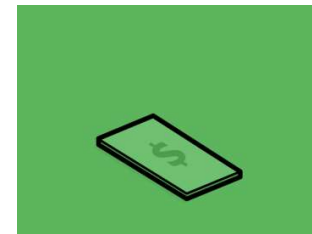




Roles

Example

- You are the affiliate
- You join the affiliate program of an online store for vitamins and food supplements
- Goal: to generate traffic to their website and make sales
- Action: you advertise the products through Facebook ads
- For every product purchased by a person from your audience you receive a commission which you have agreed on earlier



Roles in AM



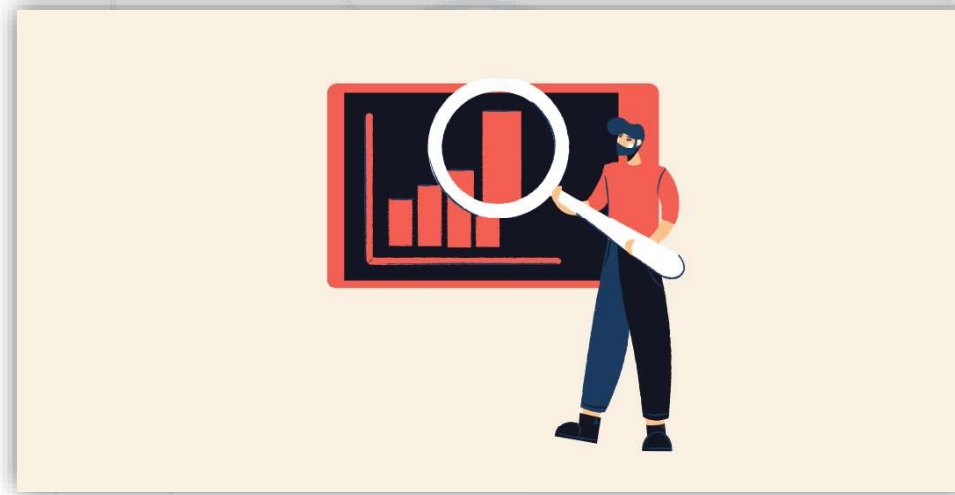
Merchant

- Includes all retailers, product developers, vendors, companies, etc.
- Uses programs to find affiliates
- Benefits from increased revenue and lower costs of acquiring new customers
- The online seller of vitamins and food supplements



Affiliate/ publisher/ partner

- Individual affiliate or a company
- Motivated to attract as many customers as possible in order to earn a higher commission
- The affiliate which advertises the vitamins and food supplements
- Super affiliates



Some considerations

- A mindset to succeed
- Everything you do is a test

Something you do might not work the way you want it to work

*"I have not failed. I've just found
10 000 ways that won't work."
-Thomas Edison*

- You don't control the product

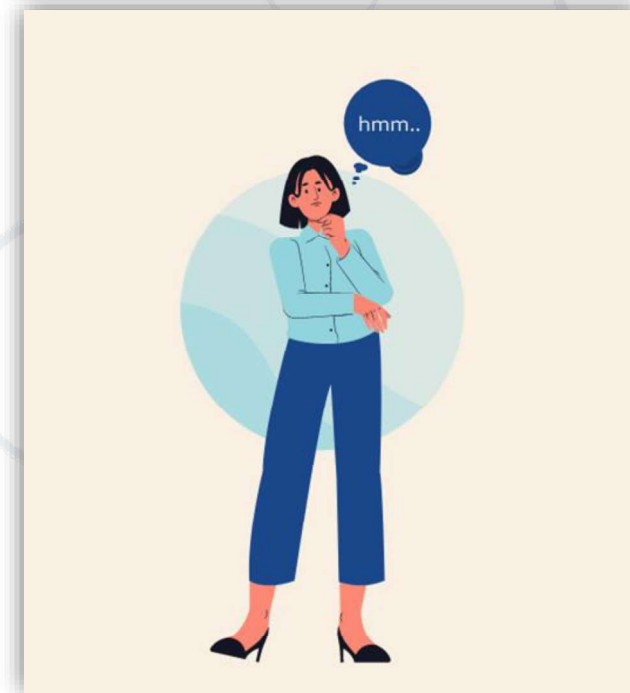
Some considerations [2]

- High demand for affiliates and traffic
- “Which is the most popular offer”
- Verticals with potential

▪ Patience

Don't look for shortcuts

▪ Focus



A network diagram consisting of a central red circle and several surrounding grey circles of varying sizes, all connected by thin grey lines. The central circle is the largest and most prominent. The surrounding circles are smaller and arranged in a roughly circular pattern around the center. The lines connecting them form a complex web of connections.

Break

15 min



Questions?

Types of affiliate marketers

- Webmasters
- Search affiliates
- Social affiliates
- Bloggers
- Incentive programs
- Email marketers
- Media buyers
- Pay-per-call
- Etc.

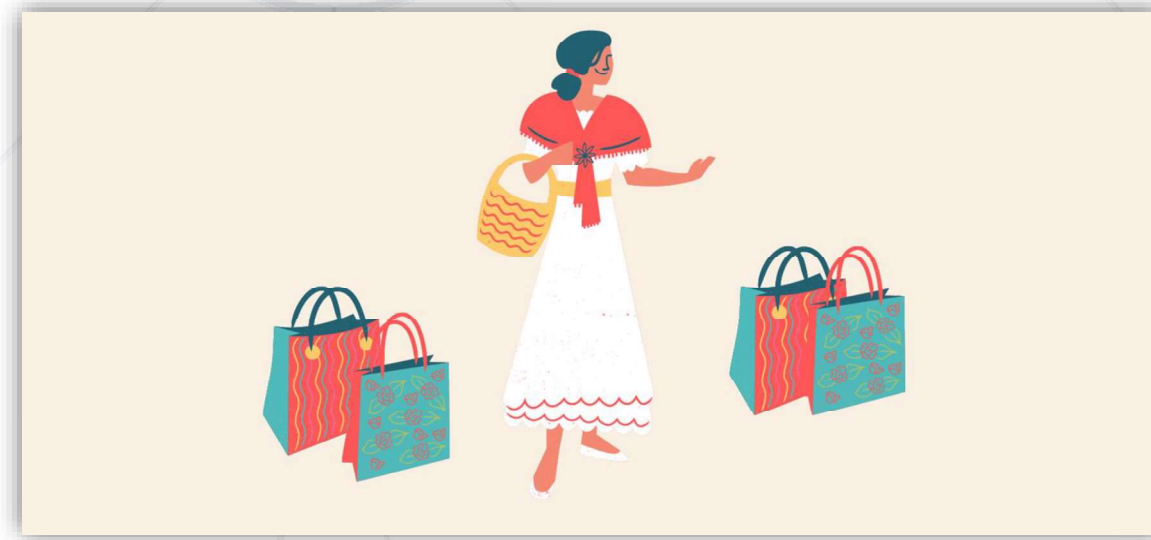
- The "go-to" people for their niches
- They have the power to reach audiences
- Influencer marketing \neq affiliate marketing
- A company pays the influencer for his work

Sometimes companies just give free product to influencers

Some qualities of affiliate marketers

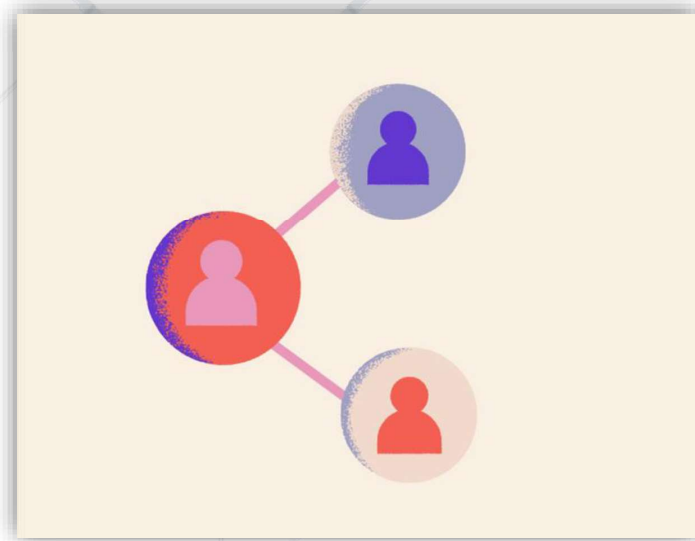
- Consistency
- Organization
- Patience
- Team-oriented
- Creativity
- Willingness to learn
- Innovative thinking

- The person who buys the product or service
- The audience is key for AM



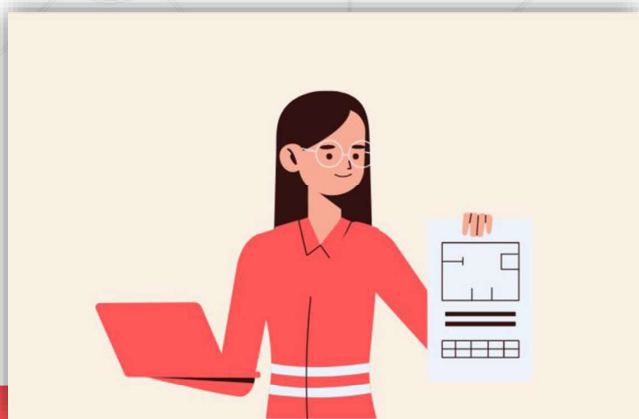
Affiliate network

- Intermediary between affiliates and merchants
- In most cases, affiliates can join affiliate networks for free



Affiliate manager

- Acts mainly as an intermediary between merchants (network's clients) and affiliates
- Attracting new affiliates
- Monitoring, analyzing and optimizing affiliate campaigns





Content

- Focus on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive desired customer actions
- Research
- Educate your audience

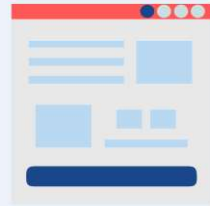


Types of AM content

Visitors -> potential clients
Potential clients -> clients

Trendy
You build an audience

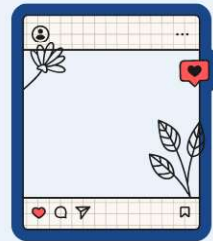
Everyone googles
“how to...”



Landing pages



Email



Social media posts



Seasonal content



How-to articles and videos

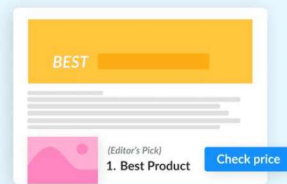
You can follow customer
journey and behavior

Products for special
occasions and seasons

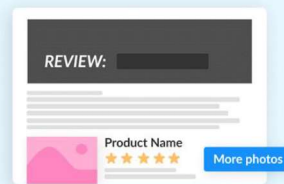
You can help people with
product choices and usage

Types of AM content [2]

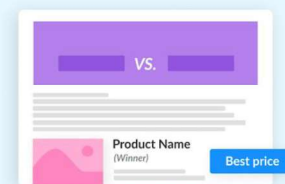
A few products from the same category



Product Roundups

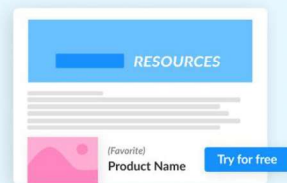


Product Reviews



Product Comparisons

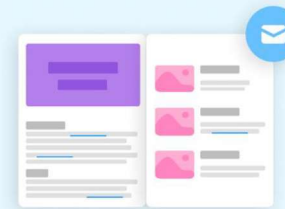
Include instruments and resources



Resource Pages



Tutorials

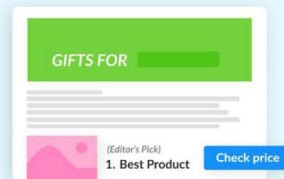


Lead Magnets

Vouchers you give to potential customers



Deals and Coupons



Gift Guides



YouTube Videos

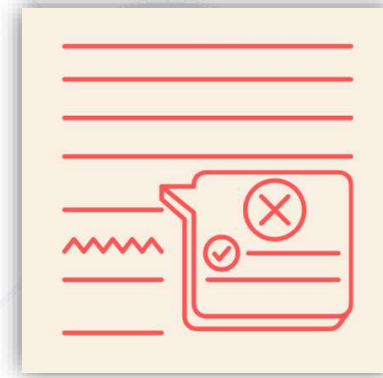
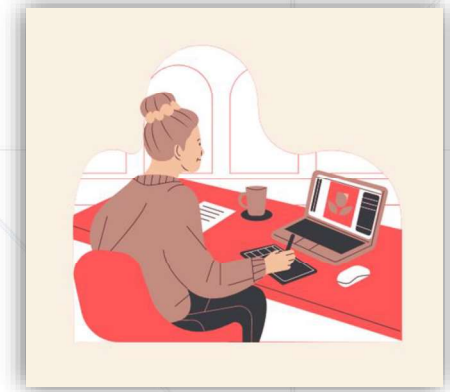
Appr. 97% of consumers check reviews before purchasing

E-books help you focus on broader topics

Trendy
Youtube, Tiktok, IG reels,
IGTV, Facebook live

Some useful tools

- **Buzzsumo** [research for content]
- **Canva** [creating content]
- **Photoshop** [creating content]
- **Wordpress** [hosting and creating websites]
- **Grammarly** [checking grammar]



- Affiliate programs have a lot of benefits for affiliates, you need to choose the right one
- Conferences can be a source of new connections, opportunities, and information
- The main players in AM are merchant, affiliate, client, network, and affiliate manager
- Content is key for your success

A network diagram consisting of a central red circle and several surrounding grey circles of varying sizes, all connected by thin grey lines. The central circle is the largest and most prominent. The surrounding circles are smaller and arranged in a roughly circular pattern around the center. The lines connecting them form a complex web of connections.

Break

15 min



Questions?



**Guest
lecture**



- Marketing Director at Videnov
- Over 12 years of experience in marketing and communications, including senior marketing positions for Lidl, Carlsberg, and Telenor /Yettel/
- A few entrepreneurial projects including Skapto

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