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The Seven Keys to Successful Affiliate Marketing

Expert Q&A

Key Principles to Follow for Success!

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The Panel

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Welcome to New York!

7 Key Principles to Success!

1. Choosing a Network
2. Picking the best merchants
3. Finding the right traffic
4. Creating profitable campaigns
5. Understanding the metrics
6. Using the latest technology
7. Optimization, Conversions & Commissions

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1. Choosing a Network

- Is the program Inhouse or an Affiliate Network?
- How comprehensive is the Publisher & Advertiser Profiles?
- What kind of Publisher Support do they offer?
- How is Attribution handled and can it be split?
- What are the Commission Payment Options?
- How detailed is the Reporting, and is it sufficient?
- What is the Technology behind the network?
- GDPR Support

2. Picking the Best Merchants

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Determine who you want to work with

- Look at the product selection and promotions
- How well is their site designed - Affiliate landing pages?
- Review the program terms, commissions, cookie length and T&Cs

Search for a good fit for you

- Does this merchant match your site's traffic?
- Do they offer Deep links, a data feed and who are their competitors?
- Do they work on an affiliate network you want to work with?

2. Picking the Best Merchants

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How? Tip: Browse FMTC's super lists —

1. Merchant Hub with approx. 10K affiliate programs: affgeek.com/merchants
2. Affiliate Networks: affgeek.com/networks
3. OPM Directory: affgeek.com/opm

- Apply to the program
- Reach out to the affiliate manager/OPM
- Review all the offers & creatives and ask questions
- Keep in touch!

3. Finding the Right Traffic

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Traffic and Readers/Shoppers are not the same thing!

- Identify the right demographic for each product or service

Work with more than one advertiser to increase page conversions

- Don't just work with Amazon!

Match traffic to your affiliate links

- Find the best link and landing page options
- Use different links and highlight promos/coupons
- Keep the content current

3. Finding the Right Traffic

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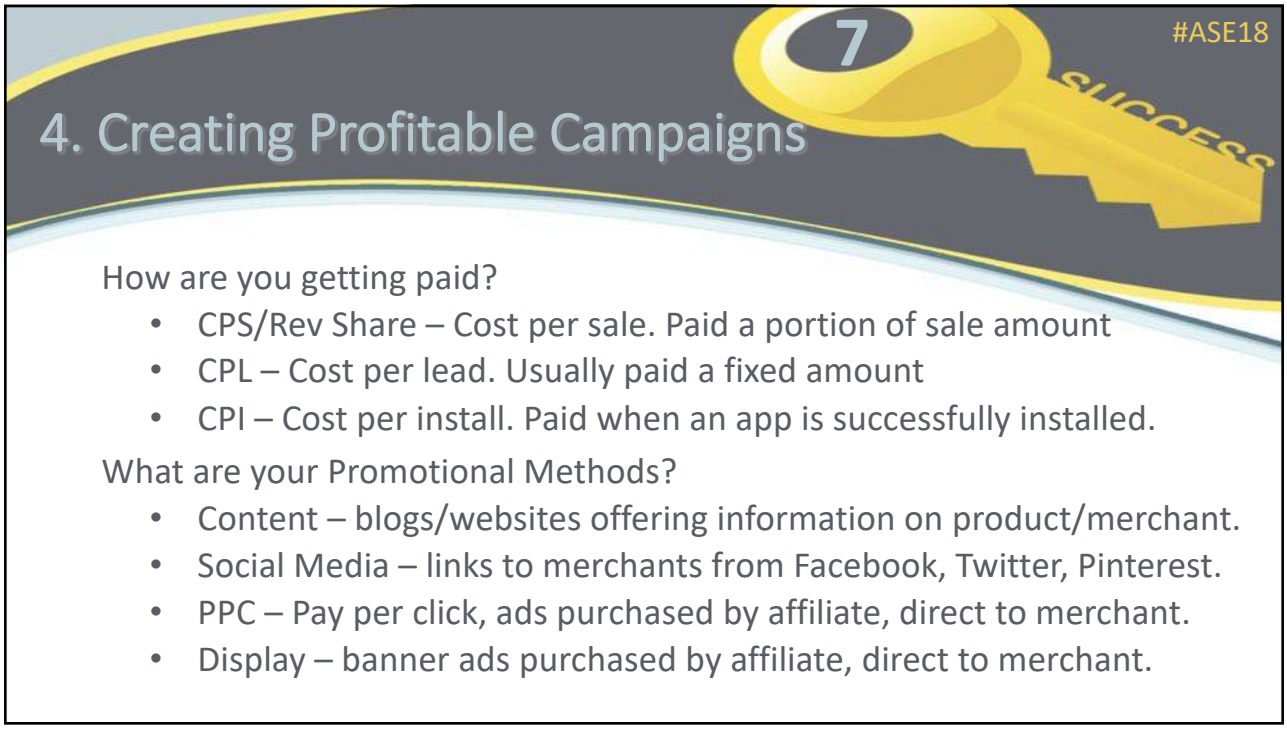
Create a compelling reason to use your site. How? Tips:

1. Create cornerstone content: affgeek.com/cornerstone
2. Curate information: Summarize other sources
3. Solve problems: Example at affgeek.com/space
4. Give your unique perspective, review, personal story, etc. & be truthful

- Watch site analytics (bounce rate, page views, time on site)
- Monitor earnings data: CR (conversion rate) and EPC (earnings per click)
- Revise and adjust above while improving your quality all the time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4. Creating Profitable Campaigns
How are you getting paid?
• CPS/Rev Share – Cost per sale. Paid a portion of sale amount
• CPL – Cost per lead. Usually paid a fixed amount
• CPI – Cost per install. Paid when an app is successfully installed.
What are your Promotional Methods?
• Content – blogs/websites offering information on 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.

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4. Creating Profitable Campaigns
What is the quality of my Traffic?
• Does the traffic convert & is it a match to the campaign?
• Are you using SEM and is your ROI profitable?
• Are you depending on SEO traffic - Is the content relevant to searches?
• Are you using Social Media, Email or other non traditional methods?
What is the quality of my Content?
• Is it adding value to the user experience and promotes the advertiser?
• Is it creating SEO relevance and improving organic search results?
• Does it provide the user with a unique benefit and create loyalty?

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5. Understanding the Metrics

- How much am I making and who are my the top partners?
- What products or services are selling the most?
- What is not selling at all and what can be done?
- Keep it simple and don't get "lost in the weeds".
- Set up a Dashboard and monitor activity using the same metrics.
- Focus on CR (Conversion Rate) and EPC (Earning per Click), these metrics matter the most

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5. Understanding the Metrics

- Identify any data anomalies: Example is > 100% CR due to coupon code tracking
- Am I getting paid on gross or net sale and what is the validation period?
- Understand the campaign cancelations & return rates
- Understanding where traffic is coming from and where it is going to?
- Google Analytics not designed to track affiliate activities

6. Using the Latest Technology

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- Datafeeds / APIs
- Cross Device Tracking
- Bookmarklets/ Link Builders/ Browser Extension
- Cookie-less Tracking / Coupon Tracking
- Convert-a-Link / Link Automation
- Soft click / Attribution
- Make-a-Page / Page Builders
- Service Sub-networks – FMTC, Skimlinks, Viglink

7. Optimization, Conversions & Commissions

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Optimization Review:

- Review the metrics and determine if your traffic is converting
- Compare your site's conversion rate to the Advertiser's overall CR
- Work with Advertiser for the best practices and best selling items
- A-B Test different links, products and promos
- Optimize everything and develop new ideas to promote

Do you understand how important Conversions are to Commissions?

- Focus more on the revenue

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7. Optimization, Conversions & Commissions

Example A: High Volume (Optimized)

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

Example B: Low Volume

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

Performance dramatically effects Publisher's Revenue

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Q&A

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Ask Us Anything Affiliate!

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