WEBGAINS

How To Grow Your Business With Affiliate Marketing

A quick guide to connecting with thousands of publishers and driving traffic and sales to your business

WHAT YOU WILL LEARN

- WHY YOU SHOULD START AN AFFILIATE PROGRAMME
- WHAT AFFILIATE MARKETING IS
- HOW TO BUILD YOUR AFFILIATE NETWORK
- INTRODUCING DIFFERENT PUBLISHERS TO WORK WITH
- ABOUT WEBGAINS
- HOW TO START YOUR WEBGAINS AFFILIATE PROGRAM

WHY YOU SHOULD START AN AFFILIATE PROGRAMME

With affiliate marketing, you can work with thousands of publishers, who can feature your products and your brand on their sites. Instead of paying and hoping to drive traffic to your site, affiliate marketing allows you to create a powerful network of publishers who spread the word for you.

Affiliate marketing offers you a wide variety of campaign options. Simply choose the ones that work best for your brand. It's a win-win model, where everyone benefits.

This e-book will explain exactly how affiliate marketing works and how to start your own affiliate program.

WHAT IS AFFILIATE MARKETING?

Affiliate marketing is a type of performance-based marketing in which businesses reward one or more publishers on an agreed action (typically sending visitors and customers) to a website to buy a product through the publisher's own marketing efforts.

THE MAJOR PLAYERS IN AFFILIATE MARKETING

The advertiser

Also known as retailer, merchant or brand. This is the business that wants to improve their sales performance and attract more visitors.

The publisher

Also known as the affiliate. This is the website, publishing platform or influencer who will create content and market the brand's products.

The network

This is the platform that connects advertisers with publishers. The network provides tracking, reporting, access to publishers, payment management, strategic account management, admin support and a range of other services.

The consumer

A person who purchases goods and services for personal use.

HOW DO THEY ALL WORK TOGETHER?

1. Patrice wants to make some money from her blog.
2. Adam wants to get more business.
3. Patrice and Adam join the same affiliate network.
4. Patrice adds a banner to her blog that shows one of Adam's products.
5. Carol, reads Patrice's blog and sees the banner. Carol clicks on the ad and buys Adam's product.
6. Adam sells a product and Patrice gets rewarded commission. Win – win situation.

ADVERTISER
Adam, the owner of a shop (the brand)

PUBLISHERS
Patrice, a fashion blogger (the affiliate)

THE NETWORK
Webgains, an affiliate network

CONSUMERS
Carol, the online shopper

Want to start your own affiliate program? Click here to get in touch!

THE BENEFITS OF AFFILIATE MARKETING

In summary:

- Fixed cost per sale
- Good brand exposure
- Outsourced management to expert networks
- Transparency
- Independent validation of activity
- Strong return on investment

1. PAY ON RESULTS

Advertisers only pay publishers a commission, when they receive a sale. This means they pay on results. For this reason, the return on investment is very clear.

2. CONTROL OVER COSTS

Publisher commissions can be set as a flat rate or as a percentage of the basket, meaning that the advertiser has control over the costs of the campaign. This control over the costs and the fact that there are no upfront payments makes affiliate marketing virtually risk-free for advertisers.

3. CONSTANT INNOVATION

Publishers are constantly finding innovative ways of promoting advertisers. It's not only about how innovative these methods are but also how diverse they can be. Publishers use many different affiliate activities such as search engines, bloggers, social, incentive sites, mobile apps, technology partners and niche sites to promote the advertisers' products.

4. QUICK AND EFFICIENT ADAPTATION

One of the biggest benefits for advertisers, is that this is an industry that adapts quickly and effectively. Publishers have been known to capitalise on the ever-evolving internet. A great example of this is the recent rise of daily deal and money saving publishers due to the increase in public consumption of social media.

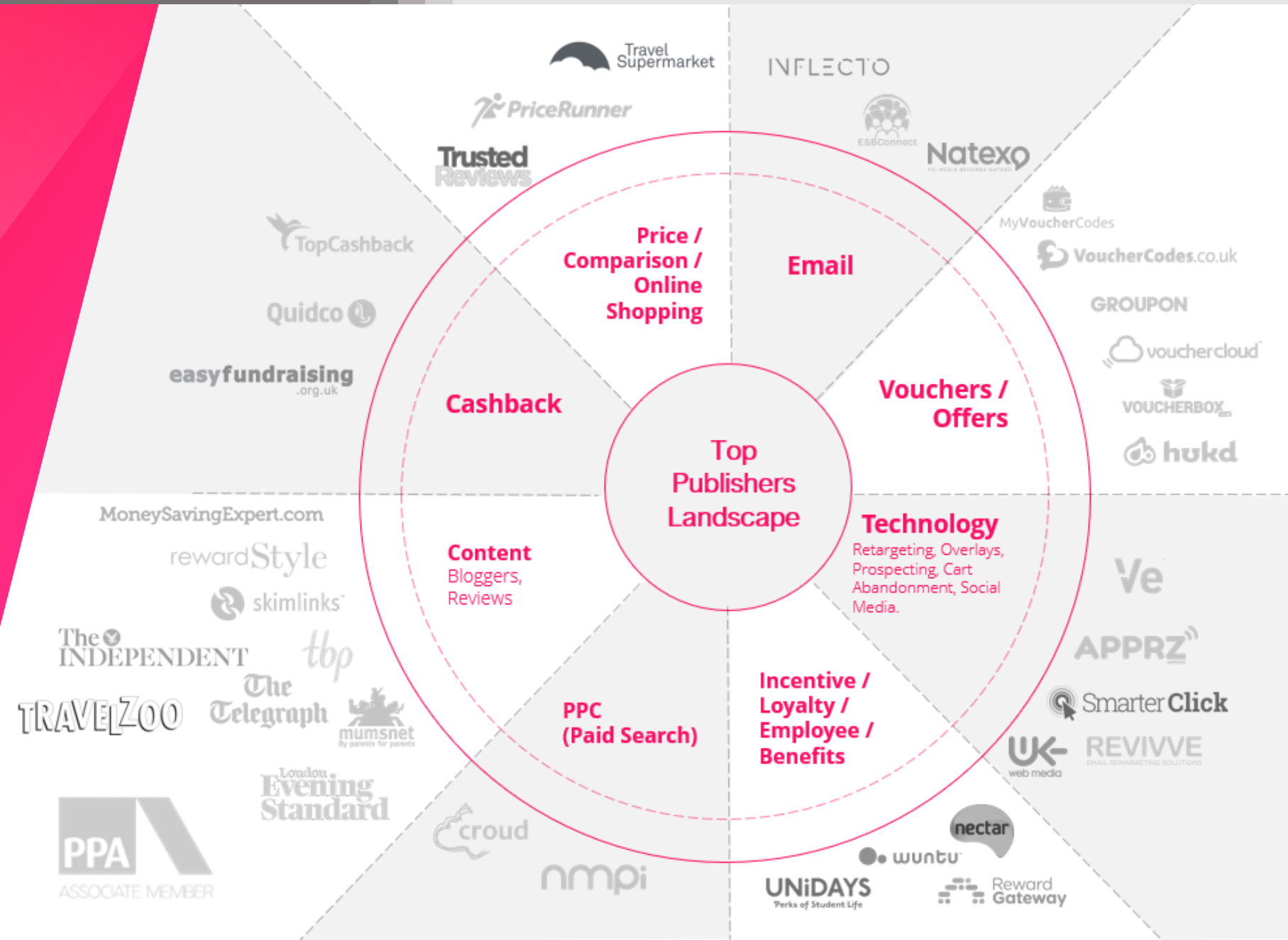
BUILDING YOUR AFFILIATE NETWORK

You can recruit publishers to cover every step of the sales journey – from attracting new customers, to improving conversions, to re-activating the existing customer base.

BUILDING YOUR AFFILIATE NETWORK

For best results, build yourself a balanced publisher portfolio.

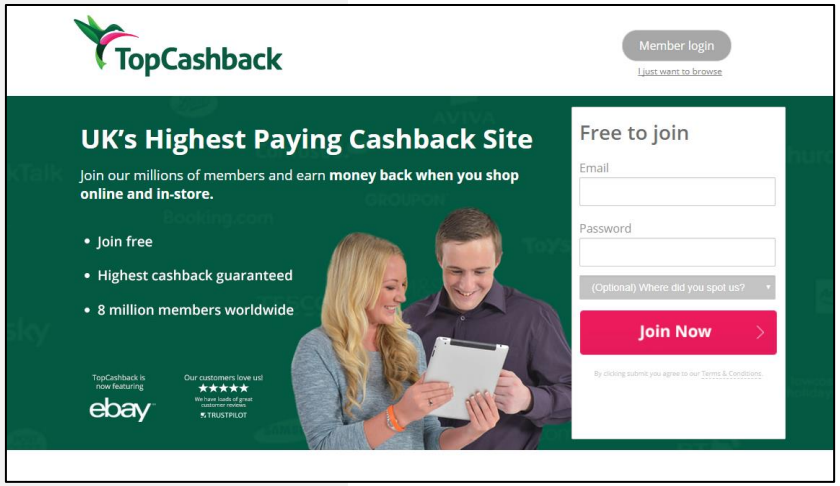
This means you should invite a mix of different publishers for your affiliate program.



EXPLORING THE DIFFERENT KINDS OF PUBLISHERS

- Cashback
- Voucher Codes
- Technology
- Content and Bloggers
- Email and Newsletter
- Social Media
- Employee Benefits
- Price Comparison

CASHBACK AND REWARD SITES



Cashback, reward or loyalty sites can be any kind of website that offer people incentives to user a platform or programme many times to work towards specific rewards.

The rewards will depend on the site, but can include collecting points, getting cash-back or even making charitable donations.

Customers are likely to repeat a purchase and return to receive an incentive when shopping through the cashback and reward sites. This likelihood is the main driving force behind the success of loyalty and reward programmes.

EXAMPLES:

- Topcashback
- Quidco
- Easy fundraising

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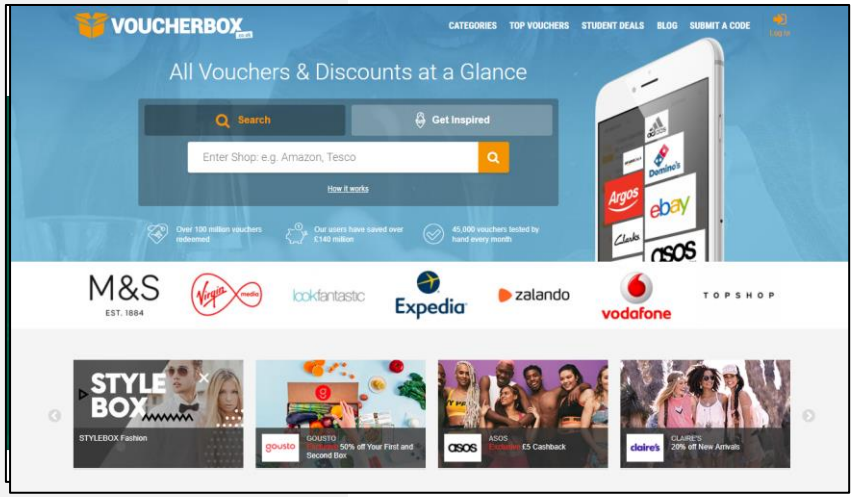
VOUCHER CODES



Voucher code sites are websites that offer some kind of saving to the customer.

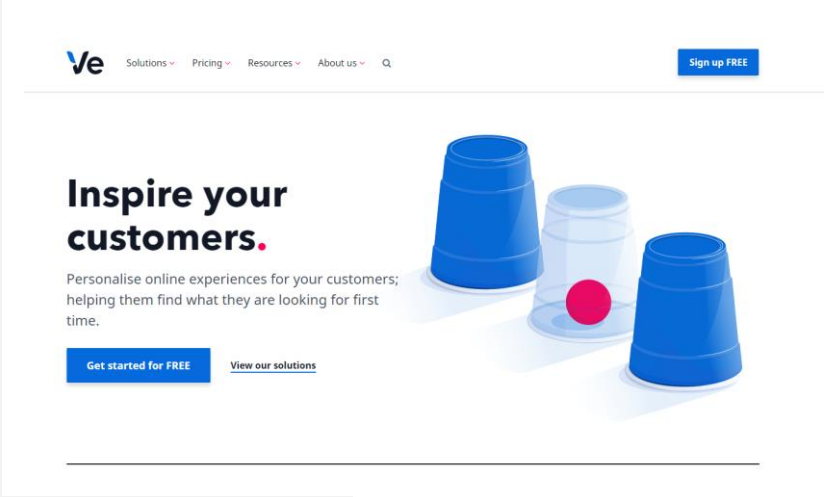
This can be in the form of a certain percentage off the amount of their purchase, an additional gift, a promotion code, free shipping or any other sort of offer that incentivises someone to continue with a purchase.

Voucher sites are very popular, and they offer brands a great opportunity to attract new customers.

EXAMPLES:

- Vouchercodes
- Vouchercloud
- Myvouchercodes
- Voucherbox

TECHNOLOGY



Technology affiliates offer many tools for you to attract new customers and to improve conversions.

Technology affiliates can for example offer better advertising, by displaying your adverts specifically to people who have already visited your site.

They can help improving conversions on your site and re-engage site visitors who have abandoned their carts before completing a sale.

EXAMPLES:

- SmarterClick
- Ve Interactive
- NMPI

CONTENT AND BLOGGERS

Content publishers include websites, blogs, forums and portals. They monetise the traffic that comes to their site by sending users to an advertiser's page usually via either a banner or a text link.

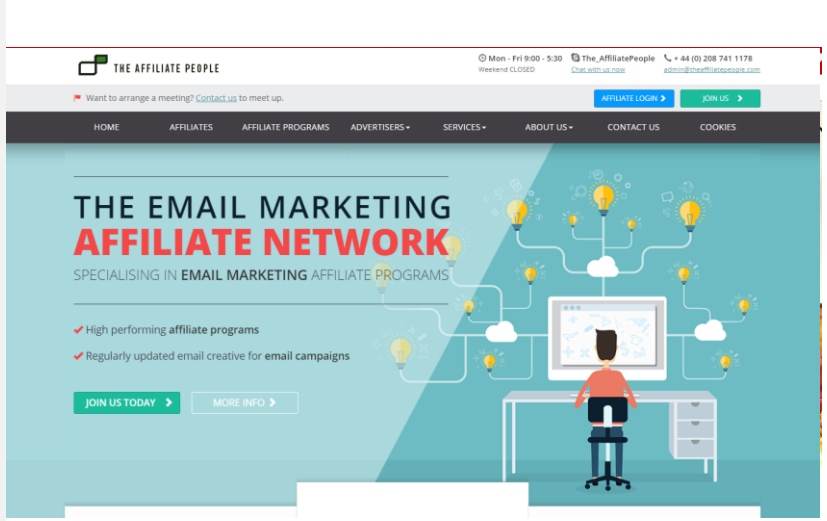
Some of these sites are general interest and cover a wide range of topics and aim to attract a broad audience and a high volume of traffic.

Some sites are niche, in which case the traffic volume tends to be lower, but they are more focused and therefore the conversion rate (the amount of people that go from their site to make a purchase) is often higher.

EXAMPLES:

- Get the Gloss
- Hello Magazine
- The Telegraph
- The Culture Trip
- The Sole Supplier

EMAIL AND NEWSLETTERS



Publishers have access to a huge database of user emails, which they've built up over time. They regularly send offers, tips, content or suggestions to their user base via email.

There is a lot of regulation in place to stop the email channel from being abused. For example, all email addresses must have been collected legally and all of those who are being emailed must have proactively requested to receive an email from the affiliate.

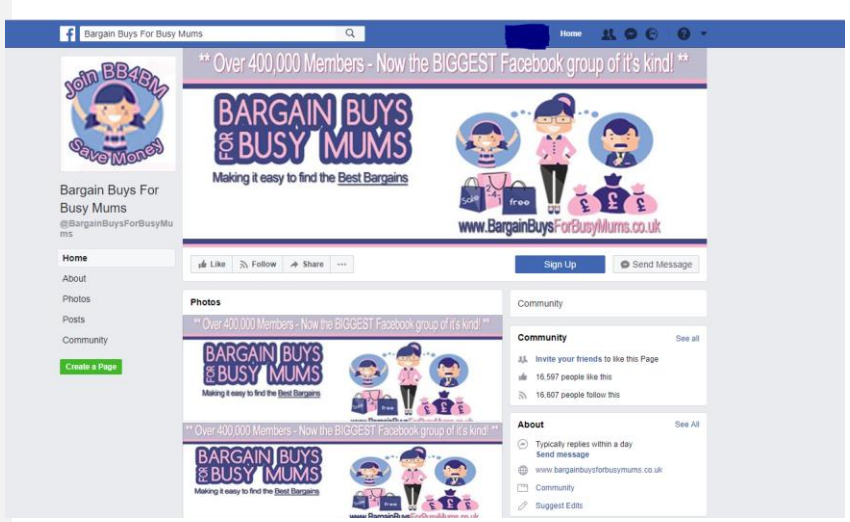
Email marketing is 40 x more effective for acquiring customers than social media*, so it's an excellent way to attract more sales.

EXAMPLES:

- The Affiliate People
- Natexo
- ESB Connect

*Source: McKinsey & Company

SOCIAL MEDIA



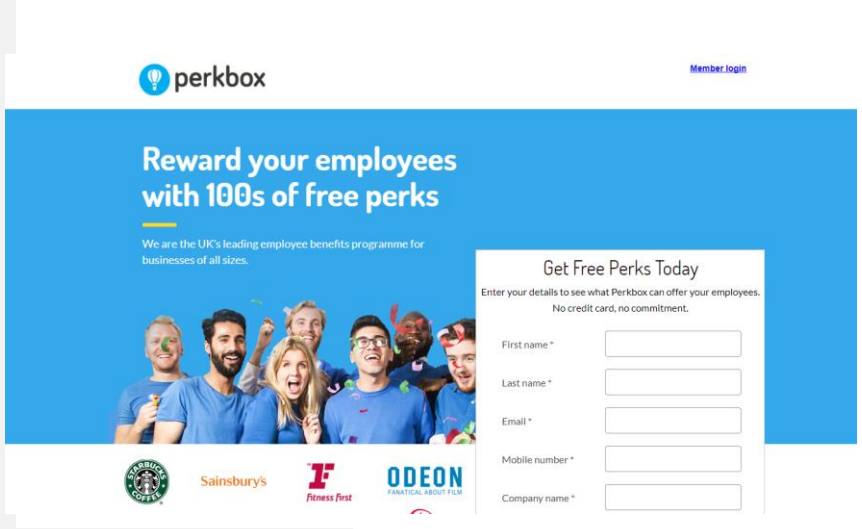
Over the past few years, the popularity of social media platforms, like Facebook and Twitter, has lead to the creation of a new breed of affiliate who can send users to an advertiser's site via their social media account.

Instead of relying on readership or email addresses, these affiliates have created communities of friends and followers across a variety of different social media networks.

EXAMPLES:

- Bargain Buys for Busy Mums
- Ashleigh Money Saver

EMPLOYEE BENEFITS



Many businesses (both big and small) like to offer their employees added benefits on top of their salary. Often these benefits are stored in a rewards platform, which is housed on the company's intranet. This is where employees can access exclusive deals or get cash back on purchases.

Some businesses used to run these reward schemes themselves, but now companies like Perkz and Reward Gateway offer a solution to employers that takes care of the day-to-day management.

EXAMPLES:

- Perkbox
- Nextjump
- RewardGateway

PRICE COMPARISON

Price comparison websites let consumers look for a specific product or service across a wide range of online merchants. This gives them the opportunity to see prices side-by-side and select the one that meets their needs.

Although price comparison sites don't supply these products or services themselves, they are affiliates to the brands by marketing their products for them, offering extra information to consumers and presenting them next to their competition.

EXAMPLES:

- Pricerunner
- Shopzilla
- Kelkoo

ABOUT WEBGAINS

#GetTheEdge

At Webgains we're focused on best practice, developing strong relationships and helping everyone we work with reach peak performance. We want you to lead your field – and we're here to coach you every step of the way.

Webgains is the high performance affiliate marketing network, with global reach and a great track record.

We combine the latest technology, performance marketing experience, and world-class expertise to do what we do best - match brands with the best publishers. This puts our clients, which range from big blue-chips to start-ups, at the top of their game.

Webgains was founded in 2005 and has been part of the adpepper media group since 2006. The company has its HQ in London, but with offices all over the world; in Bristol, Nuremberg, Paris, Madrid and Milan. However, the Webgains network spreads well beyond those locations, offering localised platforms in 14 countries, tracking sales in more than 150 countries.

Webgains has a huge range of advertisers across a number of industries.

The Webgains publishing network contains more than 250,000 publishers across our markets, with more than 100,000 publishers in the UK.

Want to start your own affiliate program? Click here to get in touch

JOIN WEBGAINS TO...

- Get access to our state-of-the art platform
- Build an unlimited network of affiliates
- Create an unlimited number of campaigns
- Send newsletters to your affiliates about your campaigns
- View and download reports to understand how your campaigns perform
- Access to the Webgains Academy to always stay at the cutting edge of the affiliate marketing industry

START NOW

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