

JSS

MBA DM

AFFILIATE MARKETING

Block 01 – UNIT 03

Targeting the online customer - DIY and unboxing videos, paid reviews, blogs, complimentary products, Webinars, Training of usage of products, TV Time, product previews, Email and SMS burst with links, Discount codes on click, free coupon online stores.

Resources from internet for educational purpose only

Not for commercial purpose

DM403 : Affiliate Marketing

Question for Discussion

- 1. What separates Online Customers and Offline Customers*
- 2. What parameters do the online Customers check before purchasing*
- 3. Pay at Home/Pay on Delivery – Advantages and Disadvantages.*

Content and review

Unboxing videos are addictive.

They pass on that excitement of enjoying something for the first time. Another reason we're hooked on **unboxing videos** is that they're a way of verifying the company's product without the need to spend money. It's a practical way to get a look at a commercial product.

Demand For **Video Content** Is Increasing

64%

of users are more likely to buy a product after watching a video about it

90%

longer users stay on the page with the video than on the page without it

59%

of managers prefer to watch video rather than read text

48%

of social media posts with videos have more views

Concept of paid reviews

How it works:

 Advertiser  Blogger



A Match is Made

Advertisers and bloggers find each other and a match is made



Advertiser Pays Per Review

Blogger writes good reviews on the blog for the world to see



Advertiser reaps benefits
+
blogger gets paid

Since the advertisers REALLY want to promote their products or services among their audience, they only look for blogs that:

- Can satisfy their needs,
- Blogs that can help them build trust among the users
- Blogs that can meet upto their expectations,
- Blogs that can help them make sales,
- Blogs that can gain them subscribers,
- Blogs that can even bring them “TRAFFIC”,
- Blogs that can expose them to different audiences and a lot more...



Sponsored Reviews

In a **sponsored review**, the blogger is paid for his posted **review**. In order to be paid for a **review**, either the blogger reaches out to a potential advertiser who might be interested in buying a **review** on his blog, or the **sponsor** contacts the blogger directly, asking him to **review** a product in a **sponsored** post.

What is a disadvantage of media advertising?

If your social **media** message isn't clear and focused, it's unlikely to be effective, and you'll waste your **advertising** investment. ... If you fail to do so, your audience won't pay attention to your ads, and they'll tune out your messages, as they sort through the ongoing posts that appear in their feeds.

Disadvantage: Mistakes Can Be Costly

Because digital advertising is complicated, it's not uncommon for businesses to make mistakes. Choose the wrong keywords, neglect a bidding cap, target ineffectively, or leave a campaign running when you thought it was off, and you can spend a fortune without turning a single lead into a sale. For example, if you run a campaign on Facebook but your customers are more likely to be LinkedIn users, you're unlikely to convert a lead. If you don't cap your bids, you could blow through the money you thought would last months in a matter of days.

Disadvantage: Competition Is Fierce

It depends on your products and market, but internet advertising competition can make ads prohibitively expensive. Those keyword bids? If you can only afford 10 cents a word, but your competitor can pay \$10, you don't stand much of a chance. For some businesses, it makes sense to build a good website and then rely on traditional advertising methods that have always worked in the past.

Disadvantage: Ad Fatigue Is Common

Have you ever been on a site and seen an ad for a product on which you recently ran a search? That's internet advertising at its most typical, but have you also noticed that after a while, those ads don't even register on your radar? It's like they're invisible. It's a common and pervasive problem with running ads on the internet. If the campaigns aren't run correctly, your brand and its products suffer from ad fatigue.

Social media for business: discover 10 disadvantages

Recently, we had a look at ten advantages for companies that use [social media](#). But my dear friend, using social media for business is not all shiny and bright; there are some disadvantages that you should know.

Being present on social media can be a blessing or a curse. Have you heard what they say? Let them talk about you even if what they say might not be nice. Well in this case, if you have a business, then people will talk about you, but they have to talk good about your business otherwise it might destroy it! Positive publicity can increase your sales but negative comments might sink your company.

Therefore, before we enter into this world of social media for business, you should keep in mind that those advantages can also bring some drawbacks. Here are some.

A lot of time is required.

Have you ever clicked on a company's Facebook profile and found that it was last updated three years ago? Did you get a feeling of abandonment? Do not let your social media look like a tumbleweed being blown across the desert floor, wandering aimlessly wherever the wind blows. Maintaining a social network requires dedication. If you want your company's profile to be visited and to have user participation then you must update it frequently, provide it with great content, and answer the messages of your users ... All it takes is time and effort, so you'll have to evaluate if it's worth it, consider that if you have social media for business you must take care of it otherwise it might be counterproductive.

Qualified personnel is required.

In addition to time and effort, whoever is in charge of managing your social media, should be a qualified person (your next-door neighbour may not be the right person for this). This is such an important issue nowadays that in the last few years a new profession for this (community manager) has arisen.

Keep in mind this; if you want your social media to look great and professional, you may have to invest some money.

Some investment may be required.

In addition to the investment of that person who manages your social networks, you should keep in mind that some social networks are not completely free, or at least some of the services they offer – often you need to pay for the most interesting ones for your business.

Do you think that social network creators are stupid or that they don't like money? Recently, some of the most popular ones have restricted the visibility of publications so that they only reach a small part of the followers. If you want to reach more people, you will have to invest by paying for advertising.

If your content is boring and repetitive...

Would you frequently click on the profile of a company where they only talk about how great they are, how famous they are and how good their products are? No one likes narcissists. By following you, it should be valuable for your customers: having interesting articles, answering questions from customers, these are just some examples of great social media profiles.

Bad Publicity.

Social networks can offer you very interesting advertising for your business, but keep in mind that they can also spread bad things from your company. To avoid this, you can do two things: 1) Always give the best service and 2) Manage your customers' complaints well, giving a great resolution.

Your problems will be more visible.

If you accept all kinds of comments in your social media profiles, or even use them to answer questions and complaints, these will be much more exposed to the world. Keep it in mind.

You are exposed to trolls.

Although you give the best possible answer to your users, sometimes you will find people who are not clients, but simply intend to have a good time by "trolling" you. These people are the famous "trolls" of the Internet. In some areas they say that *trolls are like treasures* but trolls are not a good thing in the business world, so you will have to learn to deal with them.

You may have extortion problems.

It doesn't matter how annoying trolls may be, trolls will not be the worst thing that can happen to you on social media. Although it is not very frequent at the moment, it is something that has happened in the past and is still happening in the present; some businesses have been extorted by clients – and even by non-customers – who asked for all kinds of benefits (discounts, gifts and even certain amounts of money) in exchange for not spreading negative comments on social media.

You may have privacy or security issues.

In some cases, social networks can be an open door for spreading details about your company or your customers. Be very careful with this, it can cause you serious problems.

Competitors could study your business.

We have gone through the advantages of social networks for companies in a different article in which we told you that social networks were a good way to know your competitors, but you should imagine that the competitors also have eyes on you and could do the same. Be better than them...

These are some of the disadvantages that social media for business might bring for some companies. If you have some more disadvantages in mind, please do not forget to list them in the comment section for us to see, we would love to hear your opinions.

You might have the key to prevent some from happening, but keep in mind that you cannot control everything that happens on the internet, so some events will be unavoidable, and you might even have to face them even if you do not have a profile or something on those networks. Whatever happens, good luck! And do not forget to visit our website for more articles