

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

<https://thirstyaffiliates.com/increasing-sales/7-techniques-promoting-affiliate-products-online>

<https://www.namecheap.com/resource-center/affiliate-marketing/discount-codes-coupon-websites/>

<https://www.clickbank.com/blog/a-new-advertising-frontier-for-affiliate-marketers-tv-ads/>

<https://www.namecheap.com/resource-center/affiliate-marketing/you-tube-affiliate-marketing/>

Class Question for Discussion

1. How does Exclusive Product Previews help in maintaining the Product Momentum
2. How does Apple new iPhone Launch and Invitation differ from 1+ Phone Launch invitation differ. Discuss the reach, target audience, product differentiation and content



INTERNET

MERCHANT



PAY
PER
CLICK



Affiliate- Marketing

✓ COMMISSION

BRAND

Affiliate marketing is rewarding to anyone who is in the online business given that they know what to do but for those who are new to this concept, it could be pretty mind-boggling. There are a number of ways to promote a product and in order to be successful at it

#1 Social Media campaign

Perhaps one of the most prevalent tools used online. It is a powerful tool and the influence it has is getting bigger everyday. In order to promote your affiliate products, you need to be social media savvy. Writing posts or blogs about your products, sharing and liking them are all effective ways of promoting your services. You can even create accounts, pages or groups for it, anything is possible really. Keeping up with social media can help you campaign even better in the long run.

#2 Use Search Engine Optimization

Also just known as SEO (it's not some company position for those of you who are confused) is a great tool to use when promoting products. It basically is a process that allows the visibility of a website among search engines by using "natural or organic" searches. Although this does not really bring you results right away, it can be very productive in the future as long as you use white hat techniques. If you keep using clean methods to direct traffic in your website then you will surely reap its benefits in the end.

4 Monthly emails or newsletters

Offer your visitors the chance to be one of your email subscribers. This is a good way for them to know what the products are all about. Sending out monthly emails to people will give them better ideas on what the products you are promoting are all about or if there are any new changes as well as new products coming in. Offer your subscribers some freebies, promos, discounts and the likes as incentive for signing up.

#5 Create helpful videos

You can do some video tutorials, product demonstration etc. Using videos can give you more exposure and provide your customers with the information they need. You can be as creative with the videos that you make; you can even use animation to demonstrate how the product works.

#3 Blogging

One of the basics of product promotion. You can write about your product as freely as you want as long as your website contains or features a blog. You can write about your product reviews or create infographics that readers can share in their plugins. You can also write tutorials as this one of the latest trends in creating new content.

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#6 Add banners and buttons on your site

It is important that you direct traffic to your blog but in order to do that, the tactics you should use must be “organic” so it will be read by search engines. Adding banner advertisements will do wonders for your website. Make sure to place them appropriately in your site and avoid mixing with other products that will only confuse your visitors.

#7 Offer promos, coupons, incentives or loyalty rewards

Every customer knows the importance of finding good deals on items and if you are willing to give your loyal customers something good, offering them discount coupons or incentives when buying your product is an excellent way to make sales and promote items. Keep in mind that a happy customer is an asset and the word of mouth is often better than anything else. If you can give them these rewards then they will surely be happy to promote your services and products as well. It's a win-win situation

Why coupons for affiliate marketing?

There's just no denying it – people love a discount. According to scientific research, coupons make people happier. A study by [Coupons.com](#) carried out by neurologist Dr. Paul Zak found that participants who received coupons had lower stress levels than those who did not receive them.

It makes sense. In this shopping-obsessed modern world, people want to get the most bang for their buck. It's unsurprising that the prospect of a discount would make people so excited. This benefit makes affiliate coupons a prime opportunity for attracting more customers to your site.

According to [Ready Cloud](#), 50% of customers are more likely to visit a e-commerce site if they get a digital coupon, while 68% said that coupons helped increase customer loyalty.

A [Dealspotr's 2017 Millennial Shopper Survey](#) found that the availability of a discount code was one of the top reasons for millennial shoppers to try out a new fashion brand.

Those are some stats that can't be ignored.

Launching coupon campaigns won't just direct new customers to your site and boost sales. They will also help you build a good brand image

The best coupon website types for new customer acquisition are:

Aggregate coupon sites

Curated coupon sites

Coupon blogs and influencers

Coupon forums

There are also cash-back sites, apps, and browser extensions. As these tend to reward customer loyalty rather than customer acquisition, we're only going to discuss the types of coupon sites featured in the list above.

A New Advertising Frontier for Affiliate Marketers: TV Ads?

In the ultra-competitive affiliate marketing landscape, it's a good idea to always be on the lookout for new and innovative ways to promote products. Somewhat ironically, a great new space for affiliate promotions is actually an advertising medium that's been around a long time: television.

Up to now, advertising on TV was far too expensive and complicated for the average marketer. However, Google recently introduced [Google TV](#), which allows practically anyone to create TV spots within their AdWords account and run them on national cable TV. One of the most amazing parts is the low cost- as low as \$20 for an ad spot!

Considering the huge potential reach of television, this can be a great way to advertise your own product or separate yourself from other affiliates who are promoting the same product. And considering how powerful and relatively inexpensive video creation tools and software packages are today, it's reasonable for almost anyone to create a simple TV ad they can test out.

Make-up tutorials are some the most-viewed videos on YouTube. Daisy Marquez has over 1.1 million subscribers in the competitive world of beauty product videos. This example of her demonstrating a one-brand makeup application has over 1.5 million views

<https://youtu.be/CW4F5YFqScQ>



What is YouTube affiliate marketing?

YouTube affiliate marketing is creating videos to be hosted on YouTube with links and information that lead to the products being promoted. The content you create for YouTube encourages viewers to buy products from the third-party websites that will earn you the commission.

YouTube is the third largest search engine in the world, and one of the top five most visited websites with [over 1.5 billion logged in users per month](#).

As the affiliate marketer, you have the potential to earn a good amount of commissions if you are dedicated to creating YouTube content people want to see. An affiliate does not need to manufacture, stock or ship products. The barrier to getting started is relatively low compared to that of the actual businesses you are promoting.

How-To Guides

Creating useful content with links to the products demonstrated is one of the most effective ways to be an affiliate marketer. These examples all have a few key elements in common: They're experts on their product, they are engaging personalities, and they are fun to watch while offering information that is valuable to the audience beyond a simple 'click to buy' link.

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