



AFFILIATE MARKETING

THE BEGINNER'S GUIDE

Your starting point in affiliate marketing. From cashback giants to niche influencers, affiliate marketing connects your brand with thousands of publisher partners to drive valuable traffic and sales to your online store.

*How to grow your online sales
with affiliate marketing*



WHAT YOU'LL LEARN

- ▶ WHY YOU SHOULD START AN AFFILIATE PROGRAMME
- ▶ WHAT IS AFFILIATE MARKETING?
- ▶ HOW TO BUILD YOUR AFFILIATE NETWORK
- ▶ INTRODUCING DIFFERENT PUBLISHER TYPES
- ▶ ABOUT WEBGAINS
- ▶ HOW TO START AN AFFILIATE PROGRAMME





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 ebook will explain exactly how affiliate marketing works and how to start your own affiliate programme.

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



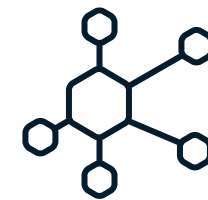
The Advertiser

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



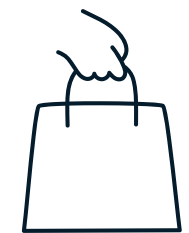
The Publisher

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

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 / Brand / Retailer

Adam, the brand owner



Publisher / Affiliate

Patrice, a fashion blogger



Network

An affiliate network e.g. Webgains



Consumer

Carol, the online shopper

THE BENEFITS OF AFFILIATE MARKETING

- ✓ 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



AWARENESS

esbconnect.

EMAILING NETWORK

bee smart

EXPLORATION

IMMEDIATE MEDIA^{co}

EveningStandard.

rewardStyle

ACTION

TopCashback

StudentBeans

GROUPON

REACTIVATION

INCUBETA

UpSellit

intent.ly

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.

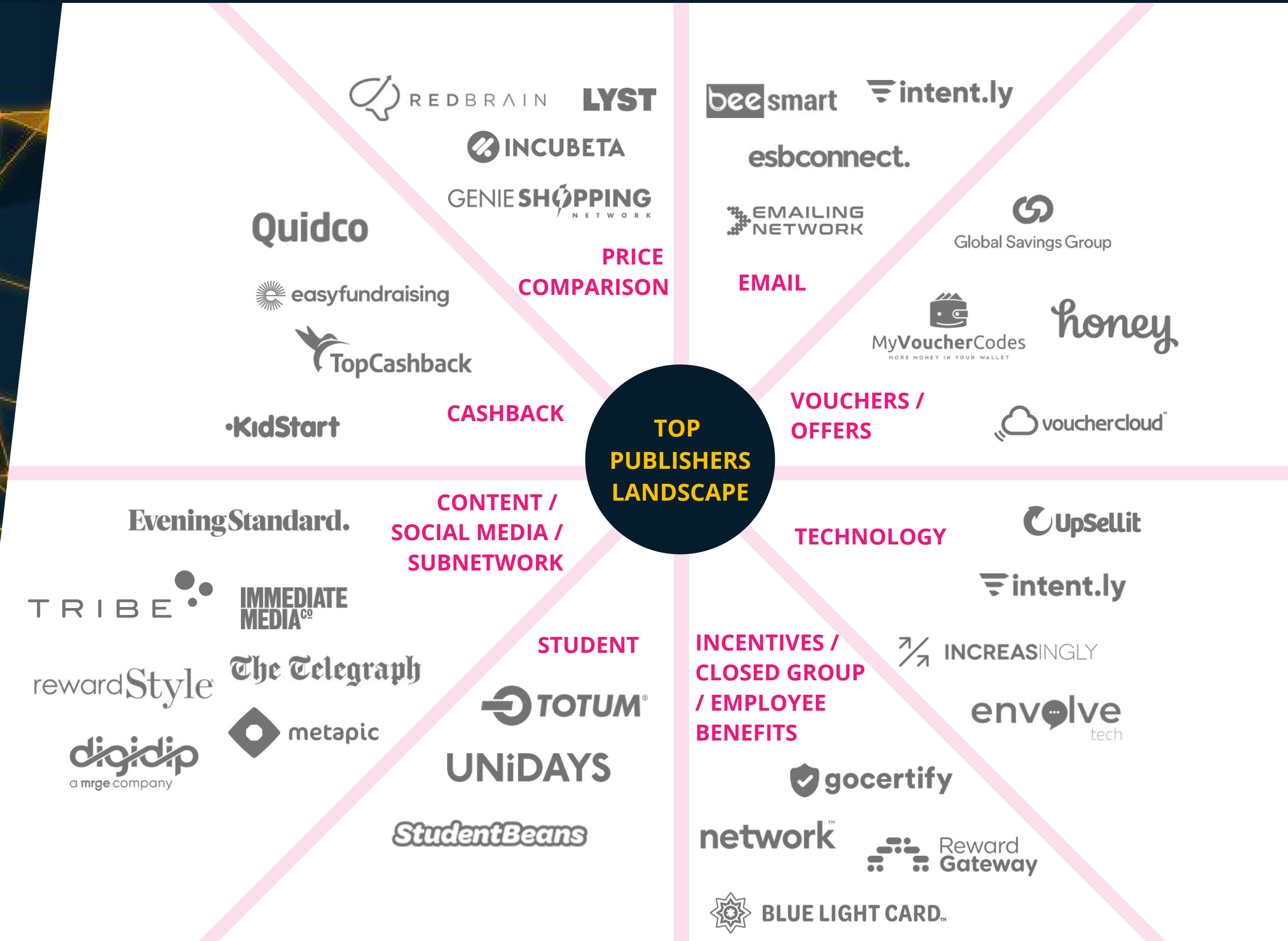
BUILDING YOUR AFFILIATE NETWORK



For best results...

...build yourself a balanced publisher portfolio.

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



CASHBACK

VOUCHER CODES

TECHNOLOGY

CONTENT & BLOGGERS

EMAIL & NEWSLETTER

SOCIAL MEDIA

EMPLOYEE BENEFITS

PRICE COMPARISON

CASHBACK & REWARD SITES



Cashback, reward or loyalty sites can be any kind of website that offer people incentives to use 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
- Kidstart
- Easyfundraising

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:

- Vouchercloud
- MyVoucherCodes
- Honey
- Global Savings Group

EMAIL & 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.

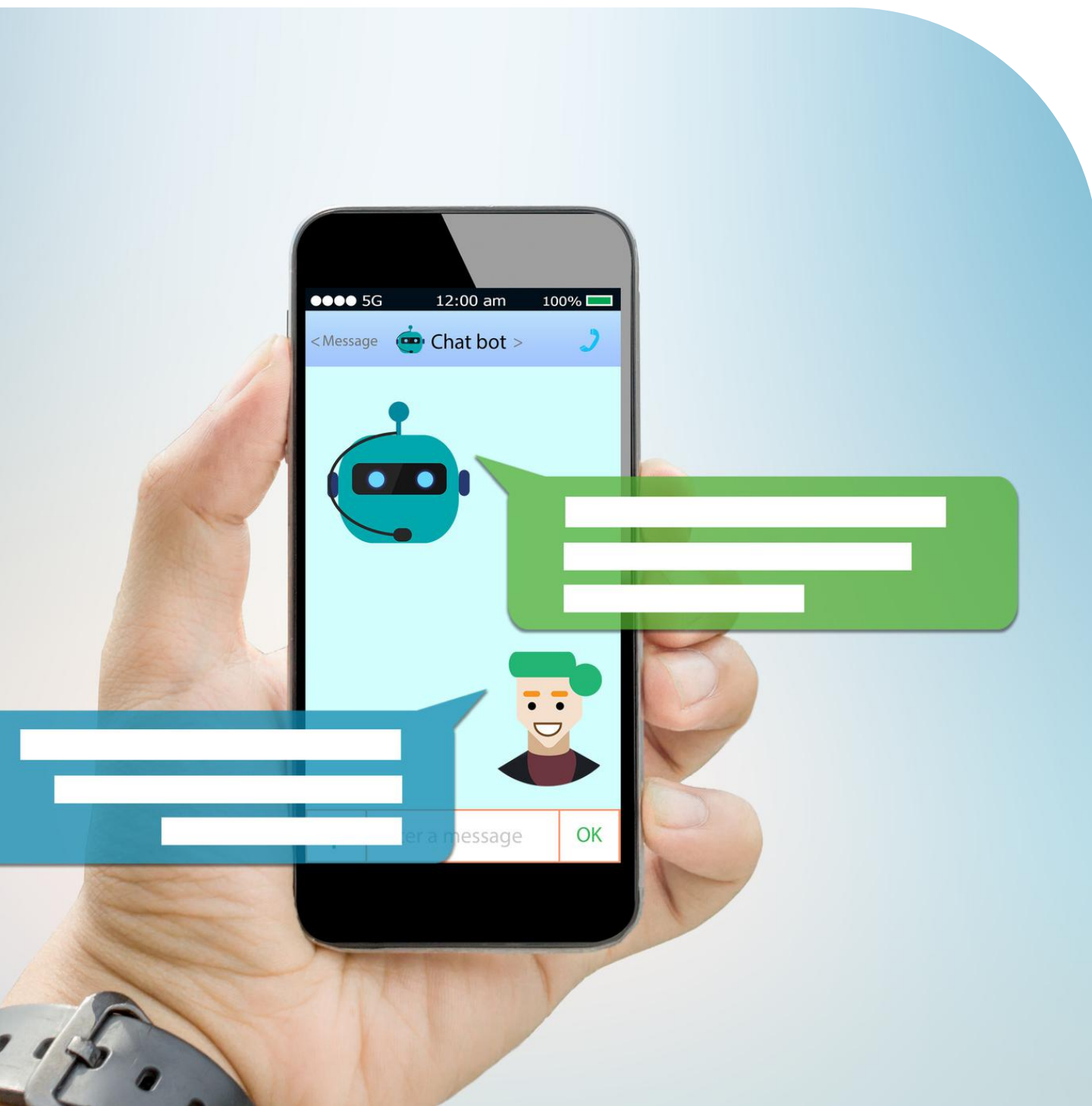
There is a lot of regulation in place to stop the email channel from being abused. For example, all email addresses must have been collected legally and all of those who are being emailed must have proactively requested to receive an email from the affiliate.

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

EXAMPLES:

- ESB Connect
- Beesmart
- Emailing Network
- Intent.ly

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:

- Envolve Tech
- Intent.ly
- Upsellt
- Increasingly

CONTENT & 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:

- The Telegraph
- Immediate Media
- Future Publishing
- Our Media

SUBNETWORKS



Subnetworks are set up as a regular publisher on the network, but offer advertisers access to a large pool of their own publishers within their portfolio.

Advertisers may want to work with a subnetwork because they can offer placements and opportunities on publisher sites that do not work directly with a network.

Sub-networks simplify the process for those looking to monetise their content through technology that can automatically pull and insert affiliate links from different networks. Working this way also provides brands with centralised reporting, link building, payments and more.

Essentially, subnetworks make it even easier for publishers to earn from brands, and often operate on a CPA basis. In return, however, they take a percentage of the commission, which reduces the publisher's earnings versus a direct-to-network relationship.

EXAMPLES:

- Skimlinks
- Digidip

STUDENT



There are a variety of publishers set up specifically to offer discounts and deals to those in higher education.

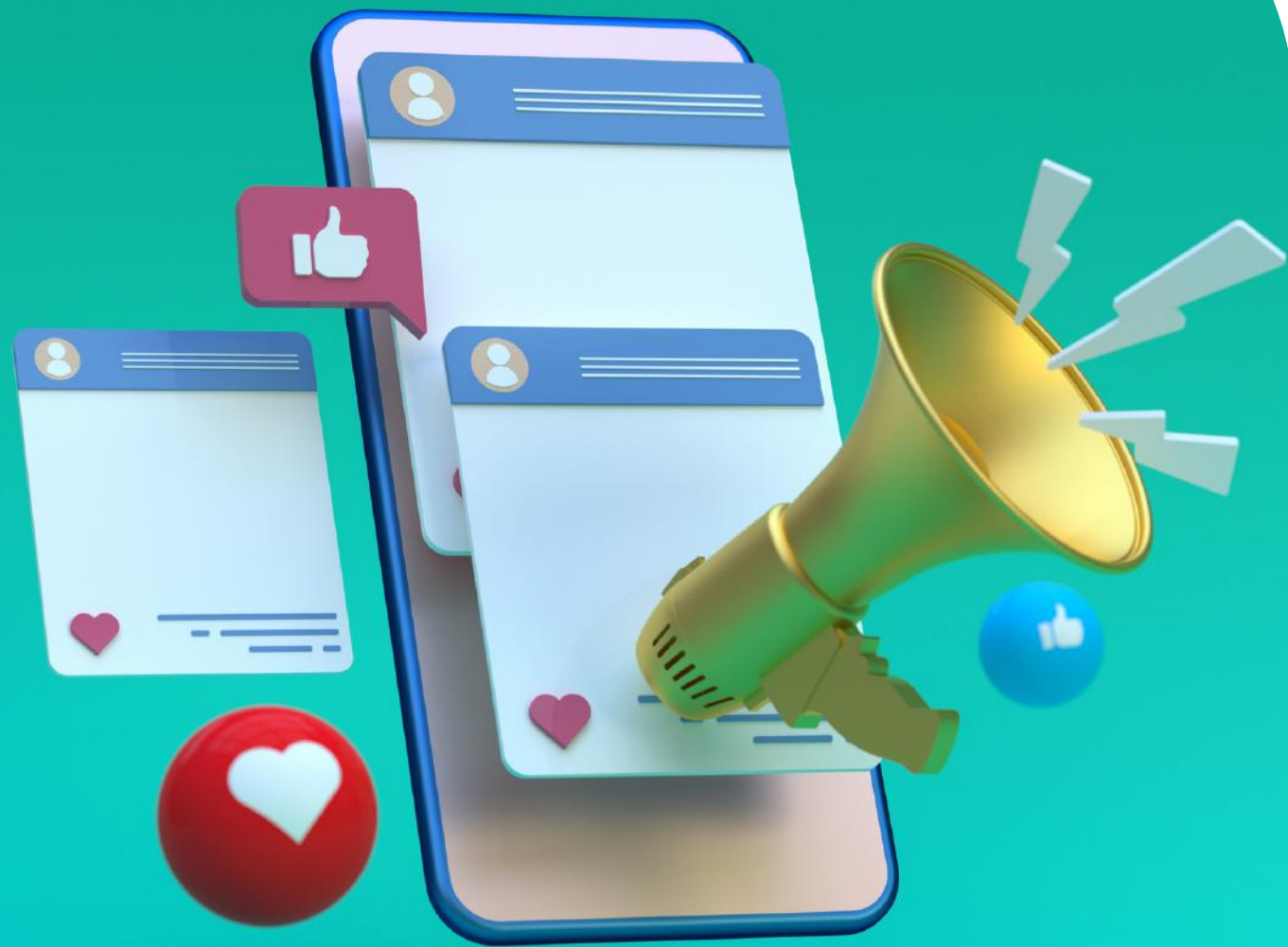
Students are typically younger people (Gen-Z) with lower levels of disposable income and the potential for strong brand loyalty. Therefore, they are an ideal target group for advertisers to access via the affiliate channel.

Like other closed group publishers, those with a student focus specifically will use verification technology to ensure that their users are genuine students enrolled in an educational facility.

EXAMPLES:

- Student Beans
- TOTUM
- UniDays

SOCIAL MEDIA



Over the past few years, the popularity of social media platforms, like Facebook and Twitter, has led to the creation of a new breed of affiliate.

Social media publishers 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:

- Metapic
- Tribe
- Reward Style

INCENTIVES / CLOSED GROUP / EMPLOYEE BENEFITS



Many employers (both big and small) like to offer their workers added benefits on top of their salaries.

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 Blue Light Card have been created specifically to service certain businesses. In the case of Blue Light Card, this is the UK NHS, armed forces, social care sector and emergency services.

EXAMPLES:

- Blue Light Card
- Go Certify
- Network Digital
- Reward Gateway

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:

- Redbrain
- Genie Shopping
- Incubeta
- Lyst

THE SMART AFFILIATE MARKETING NETWORK

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 smart affiliate marketing network, with global reach and a proven 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.

START YOUR AFFILIATE PROGRAMME TODAY



**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

A neon sign for 'WEBGAINS' is mounted on a brick wall. The sign features the word 'WEBGAINS' in a stylized, outlined font. Below the text is a large, glowing neon 'W' logo. The background of the image is a brick wall, and the right side features a dark blue gradient with a pattern of white dots.

WEBGAINS

www.webgains.com

The *Smart* Affiliate Marketing Network