



# Why Your Business Should Be Using Affiliate Marketing and How to Successfully Launch a Campaign

Holly Kelly  
28<sup>th</sup> August 2020





## About Me

I've been with Anicca 5½-6 years and sit within the paid media team

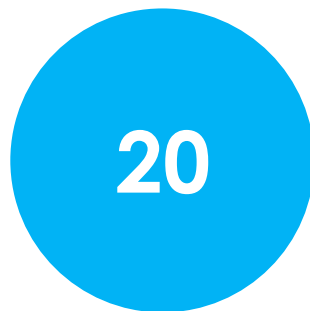
Outside of work a lot of time is spent with my niece and nephew. I have also recently started a health and fitness journey

Also a very keen cook

# About Anicca



First started building websites and offering search marketing for clients back in 2007



We now have a team of 20 based in our office in Leicester



We are one of the leading digital marketing agencies in the East Midlands and both a Google Premier Partner and Facebook Marketing Partner



We co-founded and run the monthly Leicester Digital meetup and the annual conference (Leicester Digital LIVE in October)



Winners of The Drum UK Search Awards 2019 (including the Grand Prix) and East Midlands Chamber Excellence in Customer Service award 2018



Anicca Academy runs several courses of up to 12 workshops leading to qualifications from the Digital Marketing Institute (DMI) and Chartered Institute of Marketing (CIM)



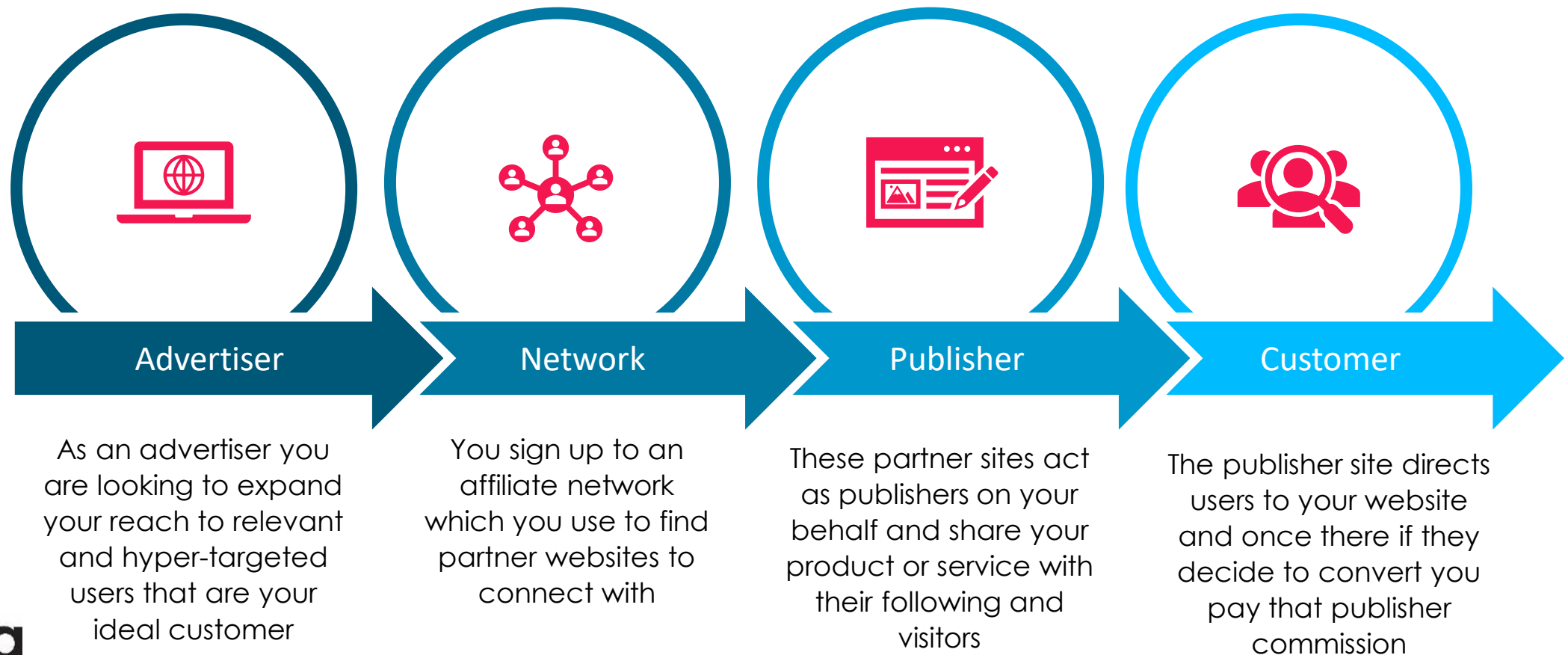
# Introducing Affiliate Marketing

Looking at what affiliate marketing entails and how it can help you to achieve your business objectives



# Introduction to Affiliate Marketing

Affiliate marketing is a growing and ever popular tool for any performance marketer. The concept is relatively simple, it links advertisers, publishers, and customers all under one marketing channel; in which the advertiser rewards the publisher for either visitors to the brands website or customers acquired through the marketing efforts. Affiliate marketing is all about collaborating and partnering with the right publishers and influencers to drive hyper-targeted and engaged traffic to your website, with the overall aim of driving sales and conversions.



# Market Size

**\$15bn**  
spent on affiliate  
marketing in 2019

Source: JebCommerce

**81%**  
Of brands have  
an affiliate  
program

Source: MediaKix

**23%**  
Average  
contribution to  
a businesses  
revenue

Source: Authority Hacker

# Why Your Business Should Be Using Affiliate Marketing

1

Scale your business  
and drive  
incremental revenue  
and leads

2

Hand pick your  
affiliate partners to  
drive hyper-targeted  
website traffic

3

Full data  
transparency with  
pixel tracking

4

Only pay when a sale  
or lead occurs

5

Low entry costs

6

Control what  
incentives you give



# Introducing Affiliate Marketing

Looking at what affiliate marketing entails and how it can help you to achieve your business objectives

## Types of Affiliates

When it comes to affiliates there are different types of affiliates and sites that you may want to consider (and some you may want to avoid)





# Hand Luggage Only

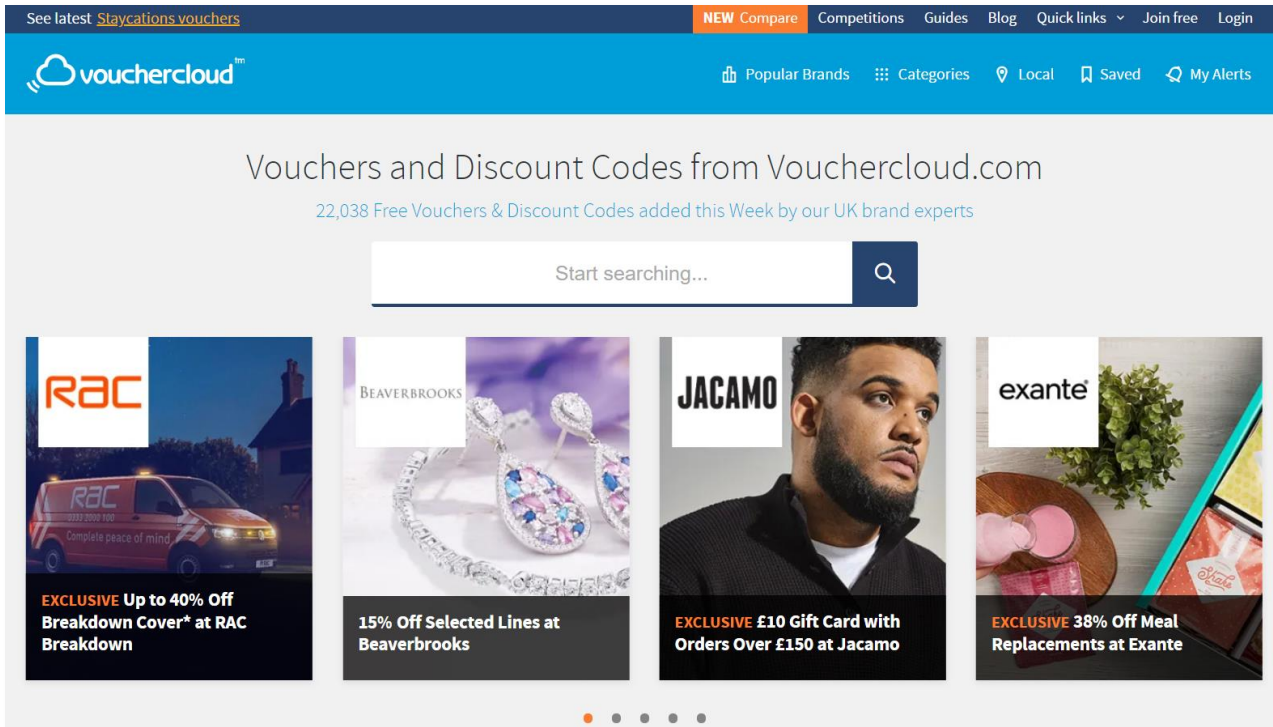
HOME TRAVEL PHOTOGRAPHY DESTINATIONS FOOD HACKS VIDEOS ARCHIVES CONTACT



## Bloggers & Influencers

Can be great to reach niche and targeted audiences, and offer credibility to your brand as the consumer already trusts in the publisher.

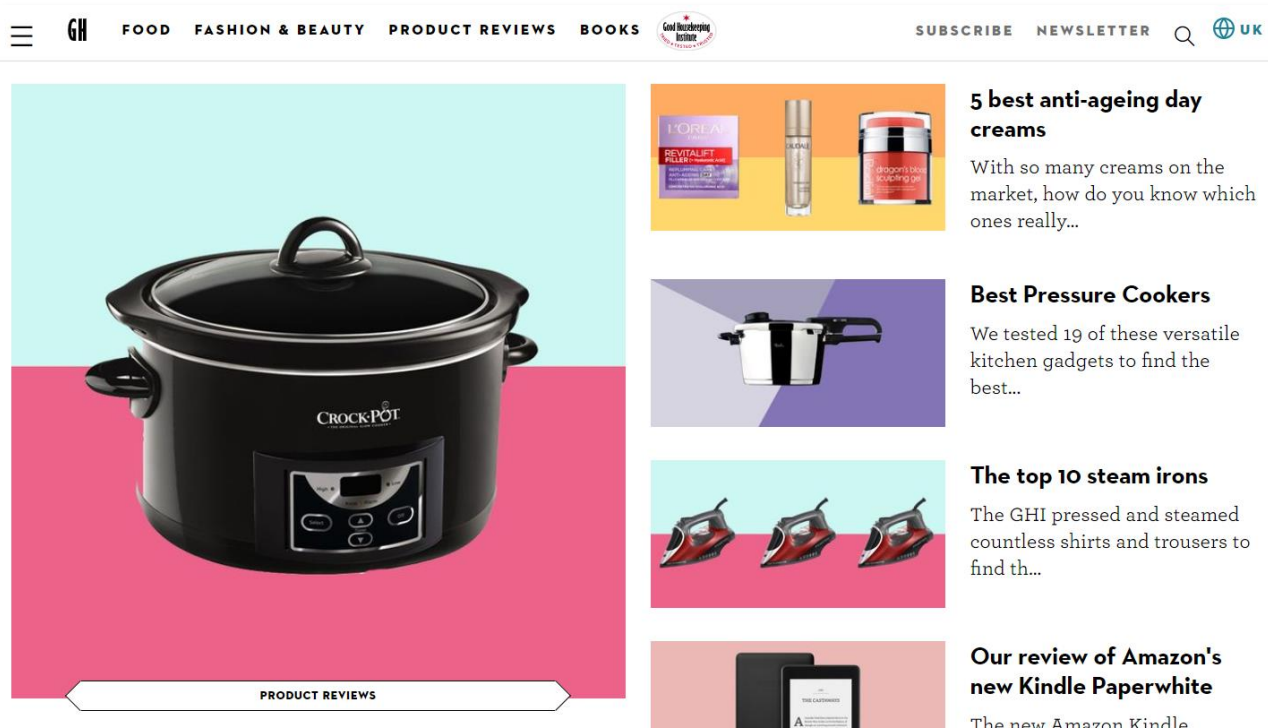
Some influencers use personal blogs and websites to drive affiliate activity



# Vouchers & Cashback

Customers are always on the hunt for a good deal, and coupon or cash back sites offer them just that

You can offer specific voucher codes, or in some instances the publisher themselves will offer a portion of your commission as cashback for the customer



# Reviews

The customers visiting review sites already have a desire to purchase and knowledge of what they wish to purchase

They are looking for final validation before they make the conversion. As a result of this a well placed promotion can deliver high conversion rates

Google

washing machines

All Shopping Images News Videos More Settings Tools

About 361,000,000 results (0.49 seconds)

**Ad** · www.currys.co.uk/ 0344 561 9605  
**Washing Machine Deals Currys - Next Day Delivery Available**  
Next Day Delivery Options Available. Subject To Product Availability. Flexible Credit Available When You Spend Over £99. 24.9% APR Representative Variable.

**You Won't Get It Cheaper**  
We'll Price Match Any Product Against Any Other Retailer.

**We Install**  
We Can Deliver And Install Check Out Our Range of Services

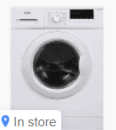
**Ad** · www.ao.com/   
**Washing Machines - Incredible Deals - Now On - ao.com**  
Free Delivery Available On A Day That Suits You. Find It Cheaper & We Will Price Match It


**Ad** · www.johnlewis.com/washing-machine 01698 545454  
**Buy Washing Machines - Next & Named Day Delivery**  
Shop a wide range of features and spin speeds. Find a model to suit your space. Enjoy...


**Ad** · www.which.co.uk/washing-machine/reviews   
**Which?® Best Washing Machines - Which Washing Machine To...**  
1,000s Of Impartial Product Reviews. Subscribe Today! First Month £1. We Test Harder...


**Ads · See washing machi...**

Products Comparison Sites

 **Logik L612WM16**  
Washing Machin...  
**£179.98**  
Currys  
★★★★★ (3k+)  
By Genie

 **Maytag**  
FMMR10430 10...  
**£299.00**  
Appliances Direct  
★★★★★ (5)  
By High Street ...

 **SALE**



# PPC/Search

These publishers will use their own money to promote your product or service through PPC on platforms like Google Ads or Facebook

For most cases they will check whether you are happy for this to happen as it could interfere with your own activity



# Steps To Launching a Campaign

A guide to the steps you will need to take to successfully launch and manage an affiliate marketing campaign whether you decide to this inhouse or outsource it





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## Step 1 - Identifying Your Objectives

What will be the guiding principal of your campaigns and what KPIs will you want to track?



# Writing Your Brief

1. Define what the objective of the campaign will be – e.g. Brand awareness or conversion/sales
2. Define the audience that you want to reach – who is your target customer and what types of sites might they be browsing on? Also consider geo-locations
  - Shopping comparison
  - Voucher sites
  - Personal blogs
  - Large national sites
  - Etc.
3. Plan out your budget – note that with affiliates there is less control over the end cost
  - You should budget for possible commission and platform costs

# Identifying Your KPIs

- Dependant on the affiliate platform selected, KPIs will need to be more fluid than other channels
  - The average commission rate is anywhere between 5% and 30% and it depends on your Average Order Value (AOV), profit margin, life time value (LTV)
  - You can determine what the desired CPA/ROAS is, and work backwards from this to determine an appropriate commission model
  - If you are running other marketing channels such as PPC I would aim to bring the ROAS/CPA close to this performance (if it is working well)
  - You can also do some competitor research to understand what commission levels they are offering
- You will also need to factor in any platform fees and override commission charges
- Also consider whether you will be offering any voucher codes as these will also affect your return
- If you are going after awareness rather than sales you will need to ensure this can be measured in the form of impressions/reach/clicks etc

Sale Value	Commission Rate	Commission Paid	Override Commission Rate	Override Commission Paid	Total Commission Paid	ROAS
£100	10%	£10	30%	£3	£13	7.7
£100	8%	£8	30%	£2.40	£10.40	9.6



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## Step 2 - Identifying the Right Platform

Which platforms will enable you to reach the right audience and drive you to meet your campaign objectives?



# How to Identify the Right Platform

1

Understand what  
you want to  
achieve

2

Define the  
audience you  
want to reach

3

Identify the types  
of websites you  
want to appear on

4

Decide which  
locations you are  
going to target








5

Determine your  
available budget

6

Identify the level of  
platform support  
you will need

# Platform Comparison (Examples)

Features	Platforms						
	Affiliate					Native	
							
Free Trial	✓	X	X	X	✓	X	X
Starting Price Point	\$89/m	Varies*	Varies	£79/m	£75/m	Varies	Varies
Payment model	Commission	Commission	Commission	Commission	Commission	CPC	CPC
Minimum Term	X	X	X	6m	3m	X	X
Multi-Location Targeting	✓	✓	✓	X	✓	✓	✓
Content Ads	✓	✓	✓	X	X	✓	✓
Widget Ads	✓	✓	✓	✓	✓	✓	Video
Shopping Ads	✓	✓	✓	✓	✓	X	X
Relevant Publishers?	✓	✓	✓/X	✓/X	✓/X	✓	✓
Account Support	✓	✓	✓	✓	✓	✓	✓
Case Studies	✓	X	✓	X	✓	X	✓
Manual Affiliate Approval	✓	✓	✓	✓	✓	Audience	Audience



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## Step 3 – Assessing Your Digital Assets

What digital assets do you already have and what will you need to create? Assets will be imagery, videos, banners, shopping feeds or onsite content







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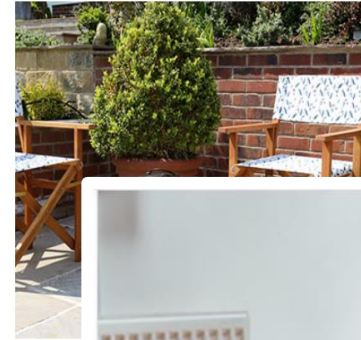
LOUNGE SETS

[SHOP NOW](#)



GARDEN BRUSHWARE

[SHOP NOW](#)



Taboola research suggests visual rather than text based content delivers higher engagement and creates a more captivating experience

Do you have high quality imagery and/or video assets?

Do you have engaging and relevant blog or website content?

Do you have a product feed?



How to improve your cycling cadence

POSTED ON JULY 9TH, 2020 IN TRAINING AND TECHNIQUE

When it comes to becoming a better cyclist, efficiency is key. Seemingly, less effort really is more when finding your ideal cycling cadence. You don't need to pedal harder for a more efficient ride.

[Read more](#)

# Types of Content to Promote

Depending on your performance objective (and you may have more than one) you will want to promote different types of content

## Sales Focus

### Products

- Product imagery
- Product videos
- Product listings (shopping feed)
- Product launches

### Offers and Promotions

- Seasonal sales
- Special events (e.g. Black Friday)

## Awareness Focus

### Blogs

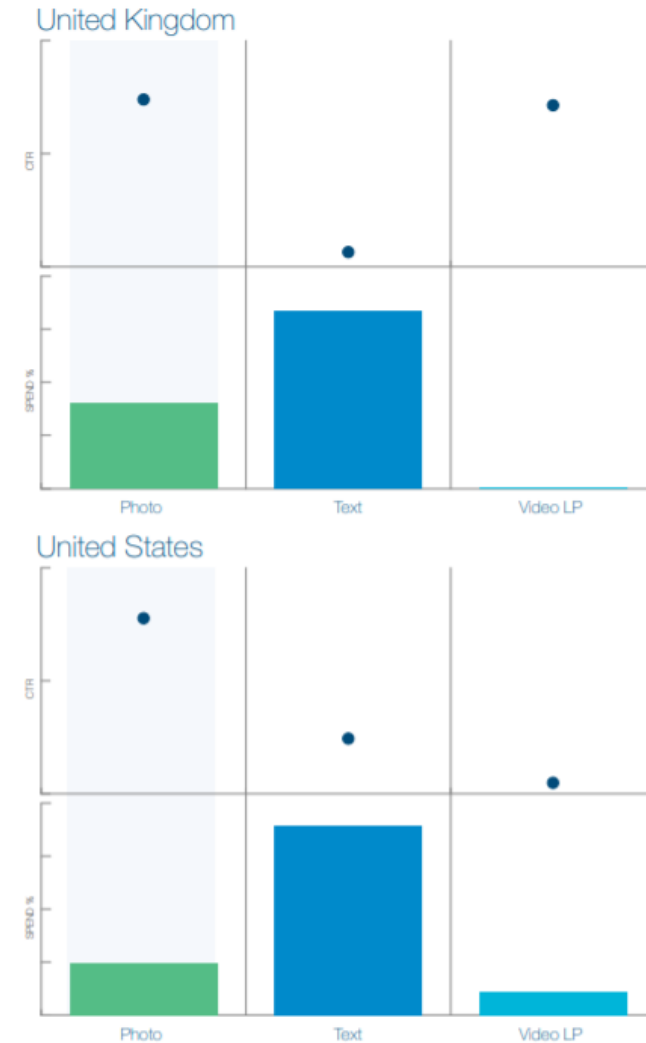
- How to..
- Lists '10 ways to..'
- Etc.

### Products

- Product imagery
- Product videos
- Product launches

# Types of Assets to Use – Taboola Research

- You can use [Taboola Trends](#) to identify the best approach for your strategy, this can be broken down based on your industry/sector
- The highest proportion of advertising spend on Taboola is placed behind text based content
  - This is apparent across both the UK and the USA
- In the UK the audience is much more susceptible to video content, where CTR is on par with that of image based content
  - Due to the lower levels of ad spend investment and therefore competition for this content placement it provides a great opportunity
- Image based content offers the greatest opportunity across both regions, with lower advertiser spend and higher click through rates





# Ad Creative – Image Assets

- ✓ Consider what the objective is – it is always good to have the brand visible but this is even more prominent if you are striving for brand awareness
- ✓ Avoid image clutter
  - ✓ Make sure the product is the focus for sales based campaigns
  - ✓ Try to keep clean images with a single centre for focus
  - ✓ Make sure the product is not blurred
- ✓ Utilise contrasting colours to make the ads stand out
  - ✓ You can also contrast between the product and the background
- ✓ Avoid adding any clip art, brand logos, or text in the imagery
  - ✓ If the image gets cropped to fit a placement this may affect how the ad is perceived
- ✓ For none product businesses you could use imagery of the software for example





# Ad Creative – Video Assets

- Videos should be kept to 30 seconds or less to deliver maximum performance
- It is recommend to have at least 3 variations of the video for testing
- Always optimise for sound off
- Where brand awareness is the focus ensure the logo or branding is featured on screen at all times
- Always feature an end card to give the user direction on what to do next
- Videos in colour have a 36% higher completion rate (Taboola trends)
- Videos featuring text overlays at some point have a 7% higher completion rate (Taboola trends)
- Videos could be of products in action, it could be software demos/walkthroughs etc.

# Ad Creative – Titles and Headlines

- ✓ Where possible call out your product or audience
- ✓ Front load the title with the headline point that is going to capture the users intrigue and attention
- ✓ Using numbered lists can create higher click through rates
- ✓ Use intrigue and mystery to surprise and delight the user
- ✓ Give the users options – ‘Ditch the gym in favour of home workouts’
- ✓ Always use title case

5 Secrets To Improving  
Your Skin Complexion



The complete guide to how  
you can stretch out after a  
run



Wattbike Atom - Built For  
Professional Athletes



Women are turning to  
home spa treatments to  
achieve clear skin



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## Step 4 – Defining Your Strategy

How will you launch your affiliate campaign? Once you have your platform and assets you will need to decide how to best utilize these. You will also need to consider your program that you will use to recruit affiliate's and define your commissions



# Deciding What Incentives to Use

## Commission structure

- Established brands will have more flexibility to offer lower commission rates as they will have brand pull and recognition
- You can use a flat rate for all affiliates
- Or you can set different tiers and reward your top affiliates with higher rates
- You could also factor in seasonal changes that you may want to offer on your commission
- The commission rate you set can influence affiliates signing up to your platform
- Your commission rates aren't set in stone, but it is harder to lower them than to raise them – based on this make sure you don't start too high, you won't lose any affiliates raising your commission rate but you may do for lowering it

## Voucher codes

- You can offer incentives on a one off basis, seasonal or ongoing
  - This could be 10% off for new customers, 5% off when you sign up to our news letter etc.
- You can offer the vouchers to just specific affiliates – bear in mind though voucher sites usually take codes from other sites so other affiliates could end up with these as well
- The voucher doesn't have to be money off, it could be a free gift for example
- With some tweaks to your Google Analytics tracking (if it isn't already set up) you will be able to track the use of these codes
- Just keep in mind not to over subscribe on offers as you need to keep your profit margins in mind



# Writing and Defining Your Affiliate Program

- Map out why publishers/affiliates should join your program – what is the benefit to them?
- Highlight what your commission rates are
  - Most platforms allow for multiple rates based on different criteria – you should identify what your base rate is, and it can also be worthwhile stating the maximum as well and what the threshold is to reach this
- It can work in your favour to mention your on site conversion rate and/or your average order value if these are particularly high
- What offers are available for affiliates to promote
- What assets that you will be able to supply
- What you expect of the affiliate and what they can and can't do – e.g. bid on your brand via PPC
- Depending where this is placed (on your site/email/affiliate network) you should also let them know how to join

# Affiliates – Recruiting, Accepting and Maintaining

## Recruiting

- Influencers
  - Your most engaged customers
  - Micro-influencers in your niche
- Build case studies of customers successfully converted to affiliates
- Create an affiliate registration page on the site
- Advertise the program in other marketing campaigns
- Search and recruit in platform
- Send personalised emails to recruit and onboard publishers

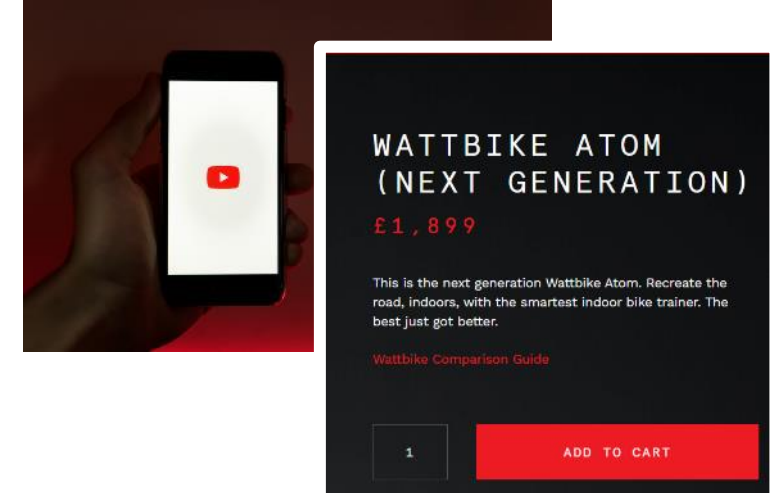
## Accepting

- Check following/site rank/authority/views/engagements
- Ensure their audience would be interested in your product
- Leverage niche affiliates and influencers to send hyper-targeted traffic

## Maintaining

- Provide timely payments
- Consider sending out a rep/onboarding pack with branded merchandise
- Communication will be key
  - Changes to the program
  - Any new creative/content
- You can offer special commission rates for your top affiliates
- Personalise your approach when contacting affiliates – make an effort to build a rapport
- Let affiliates know when they are performing well

# Building Campaigns For Success



## Test Multiple Creatives

- Run tests between different titles/headlines
- Test different image assets
- Start with a minimum of 5 variations

## Split By Device

- Where possible build different strategies for each device
  - It will allow you to maximise results and optimise efficiently
- User behaviour on each device is different
  - Tablet devices show the lowest competition spend and highest CTR in the USA

## Set Expectations

- Let the user know what they can expect post click
- Use appropriate calls to action
- Do you want them to watch video content/make a purchase etc.

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## Step 5 – Launching and Managing

Once your strategy is in place you will need to go through the process of joining your chosen affiliate network, recruiting publishers to join your program, tracking your success and optimizing your performance





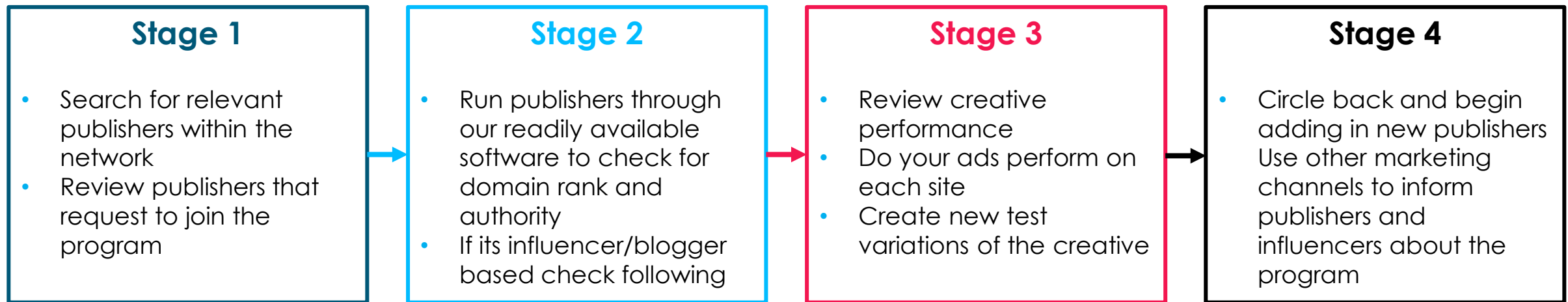
# Joining Your Chosen Affiliate Network

Depending on the affiliate network that you choose there will be different requirements but they will typically be

- Writing your program narrative
- Setting your commission rate or tiers
- Uploading your assets
- Inputting payment details
- Adding your tracking pixel
- Completing a test purchase/conversion
- Searching for affiliates/publishers to join the program
- Launching your campaign

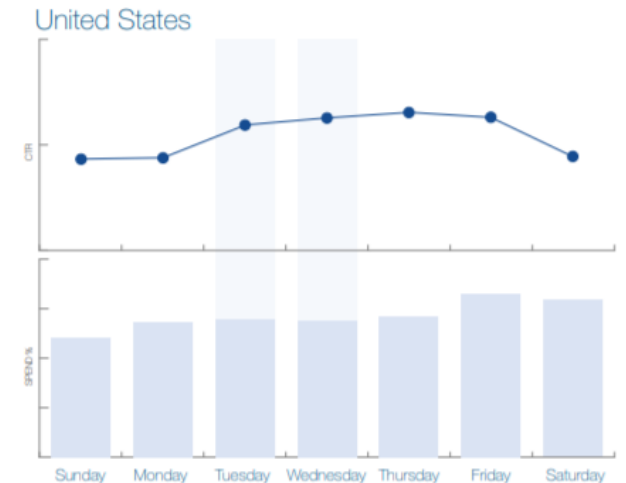
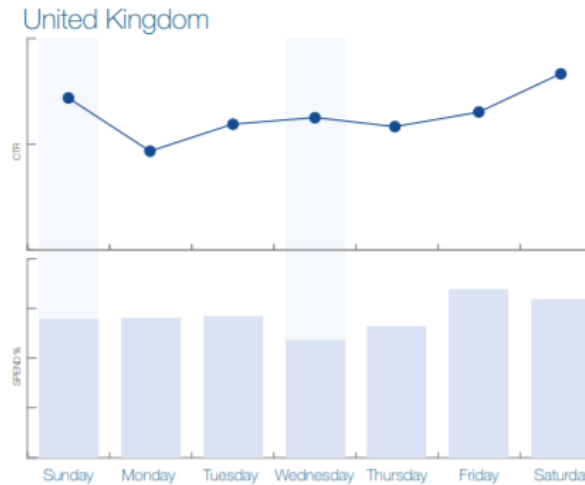
# Finding and Refining Audiences – Affiliate

- Promote your affiliate program through your existing marketing channels – email, organic social, on the website etc.
- When a user converts offer them the opportunity to become a part of your affiliate network
- Search in platform for specific types of affiliates through the use of filters and invite them to join your program
- Review affiliates that request to join your program



# Finding and Refining Audiences – Native

- Some platforms such as Taboola will offer insights into what days and times perform best for CTR
- On CPC/CPM models affiliates can be specifically targeted, or you can use audience//contextual based targeting



## Stage 1

- Keep targeting fairly wide
- Use brand safety measures with website blacklists

## Stage 2

- Check on where your ads are performing best
- Refine targeting based on this
- There may be some surprise results

## Stage 3

- Review creative performance
- Do your ads perform on each site
- A/B test different variations to find what works best

## Stage 4

- Circle back and begin adding in new placements to expand your reach
- Find new audiences to target



# Tracking

- Google Analytics will be used to track how the affiliate performance integrates with the other channels
- Data Studio has data connectors for the following platforms so custom dashboards can be created directly which can also incorporate cost data (We can also export data into Google Sheets and create manual Data Studio reports)
  - Taboola
  - Outbrain
- In platform dashboards
  - All of the platforms provide their own dashboards for detailed performance tracking against your objectives and KPIs
  - They are provide detailed insight into individual publisher/affiliate performance

# Maintaining and Maximising Affiliate Performance - Ongoing

## Creatives & Assets

- Refresh your creatives on a regular basis like you would your display or social ads
- This could be on a monthly basis, but should be at least each quarter
- You will want to offer creative for any seasonal promotions
  - Black Friday
  - Christmas
  - Summer Sale
- Review your program narrative to ensure it is still reflective – your conversion rate could have increased

## Incentives

- Keep a constant review on your commission structure – this should be formally reviewed at least every 12 months to ensure it still works for the business
- Bare in mind it is much easier to raise commission rates than it is to lower them
- Update voucher codes frequently and communicate these out

## Communication

- Communicate out any changes to your program
- Reach out to your top affiliates – you could offer them special incentives or just start building a rapport with them
- You can ask affiliates if there is anything you could be providing to help with their promotion of your business

The background of the slide features a close-up of a silver microphone with a blue foam windscreen, positioned diagonally. In the background, a blurred crowd of people is visible, suggesting a public event or conference. A dark, semi-transparent rounded rectangle is overlaid on the left side of the image, containing the text.

# Thank you ***Any Questions?***

Holly Kelly

[holly@anicca.co.uk](mailto:holly@anicca.co.uk)




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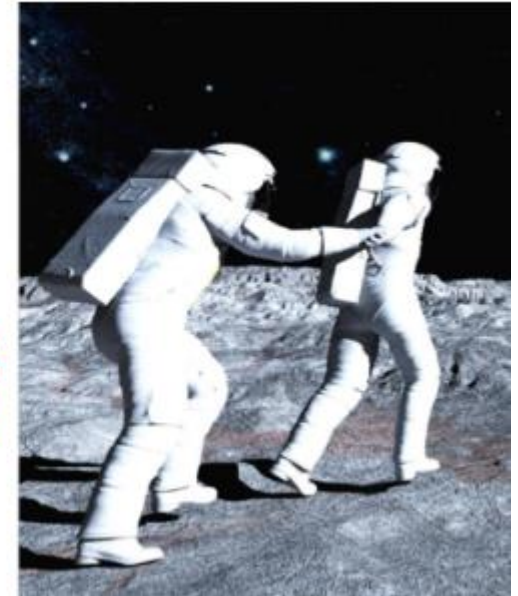
# Next Webinar (Friday 4th September 9:00am)

## A Beginners Guide: Taking Your First Big Step into Digital Marketing

- In next week's webinar we have Jordan Munton who will be discussing taking the big step into Digital Marketing.
- We'll have a look at how Jordan got started at Anicca Digital, what he's learned along the way and how it feels jumping into a new career head-first.
- He'll give us tips on how to start your own career in Digital Marketing if you're looking for a change of career.

**Free Webinar  
Friday 4th  
September  
9:00am**

**"A Beginners Guide:  
Taking Your First Big  
Step into Digital  
Marketing"**



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