

Making Money from your Website

by implementing effective
affiliate marketing programs

Presented by



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NicholasPyers.com

Links Discussed

- ▶ A copy of this presentation and all links discussed today, can be found at;
- ▶ <http://www.nicholaspyers.com/presentations/>

What is Affiliate Marketing?

- ▶ Affiliate Marketing is a widespread method of promoting a website, in which an affiliate is rewarded for every visitor, subscriber and/or customer provided through his efforts. It is a modern variation of the practice of paying finder's-fees to individuals who introduce new clients to a business. Compensation may be made based on a certain value for each visit (Pay-per-click), registrant (Pay-per-lead), or a commission for each customer or sale (Pay-per-Sale).

Definition taken from

In English?

- ▶ In return for placing banner ads on your site, you'll get paid a small "pimp fee" otherwise known as a commission, for any sales that are generated when people click on those banners and buy something on the advertisers website

* Thanks to J at Your Mac Life

Getting Rich, Quick ???

IT'S IMPORTANT TO NOTE

that you are unlikely
to get incredibly rich through
affiliate marketing programs ...

but you can earn some
extra pocket money,
for minimal effort

Selecting the right programs

- ▶ Thousands to choose from
- ▶ Select programs that complement your site
- ▶ Remember the web isn't bound by local area
- ▶ Adult Content?

Commission Monster

- ▶ Australian Based
- ▶ Over 21 Categories
- ▶ Nearly 50 merchants



Amazon

- ▶ **Worldwide Recognition**
 - ▶ **Books**
 - ▶ **CDs & DVDs**
 - ▶ **Kids**
 - ▶ **Home & Garden**
 - ▶ **virtually anything ...**



Apple Computer

- ▶ **Apple Store (US & Australia)**
- ▶ **iTunes Music Store (US only)**
- ▶ **.Mac**



Google AdSense

- ▶ Worldwide recognition
- ▶ Seems like Millions of ads
- ▶ Ads are automatically selected, based on your content... **hmmm**

[Web-based Calendars](#)

Share calendars, contacts and mail. Great browser-based interface.

[Photo Restore & Calendar](#)

Make your customising photos. Experts are always waiting for you

[Create-a-Calendar](#)

Decorate each monthly page with your own designs or photos

[Simple Calendar Software](#)

Easy to use calendar tool books rooms and resources. Free Download.

Ads by Goooooogle

Ads by Goooooogle

[CAD for OSX](#)

Affordable 2D & 3D design programs for Mac & PC, free demo & tutorials

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Unlimited Music, Movies & Games. Over 1,000,000 Mp3 Files - Free!

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www.abacuserentit.com.au

[Cosmetics Australia](#)

Shop from over 5000 beauty products reduced prices and quick delivery

www.buyquick.com.au

[Ipod itunes & More](#)

Download Mp3s, Movies, Games & more Get Unlimited Music Forever!

xbizx.com/Mp3downloads/iTunes

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Own Arrangements

- ▶ Nothing stopping you from establishing your own affiliations

matt irwin
photography

NicholasPyers.com



Consolidate Programs

- ▶ **By using multiple merchants from the same Affiliate Manager you can often**
 - ▶ **Get paid sooner**
 - ▶ **Reduce bank fees**

Implementing Programs

- ▶ Register
- ▶ Select artwork
- ▶ Generate HTML
- ▶ Upload page
- ▶ Promote



Artwork & Text

468 x 60

120 x 120

100 x 100

88 x 31

**Don't forget – text can be just as descriptive
and it will help in search engine rankings**

HTML Code

468x60

Directions: This link is served by us. You don't need to download the graphic. Just highlight and copy the HTML code below, then paste it into the code for your Web site.



HTML

```
<iframe src="http://rcm.amazon.com/e/cm?  
t=nicholaspyers-20&o=1&p=13&l=e&f=ifr&f=ifr" width="468" height="60"  
scrolling="no" border="0" frameborder="0" style="border:none;"></iframe>
```

Highlight HTML

Note: Your Associates ID, **nicholaspyers-20**, is already embedded in the code.

NicholasPyers.com

Promoting your programs

- ▶ Place banners prominently on website
- ▶ Use in “body of web page” as text links
- ▶ Add a line to your email signature
- ▶ Include in Newsletters (keep url short)



Keep Up To Date



Commission **MONSTER** Affiliate Periodical Newsletter

Newsletter - 20th July 2005

Dear Affiliate,



NEW MERCHANTS



Commission Rate
\$1.10 per Lead

WhatDoYouThink.com.au - Got something on your mind? Looking for another point of view? Or are you just curious about what others have to say about your favourite discussion topic? Life's most intriguing questions can be answered at whatdoyouthink.com.au (WDYT). Members can **join FREE** to post poll questions on a range of topics including love, sex, sport, parenting and television, and, can earn "**reward points**" for reading emails and completing online surveys redeemable for items in their Rewards Catalogue and Reward Auctions.



Commission Rate
\$1.75 per Lead

Eflame is one of Australia's largest internet dating & chat sites. Their features include **FREE membership**, **FREE flirting**, an enlargable instant chat facility, weekly 'Hotlist' of compatible singles, live events & more! If you are looking for love then eflame is the place to meet. Beginning in Feb 2005 they already have 10,000 active members and growing fast! Become an affiliate and enjoy great commissions when your leads become our free members!



MERCHANT UPDATES



Quickfix gives your customers the ultimate in home DVD rental service. With many more titles than the average video store, helpful recommendations on what to watch and no late fees, we know they'll really enjoy the Quickfix experience. **All new customers receive 5 free DVD rentals** to help them warm to the service. Quickfix Affiliates - the smart way to earn commissions Quickfix gives you, our affiliates the ultimate program to market. We offer all your visitors to the 5 FREE DVD rentals and reward you with **\$6 for every individual signing up**. It has to be one of the strongest conversion offers in the Australian market and is sure to turn your traffic into cash....fast! Please visit <http://www.quickfix.com.au>.

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Questions?

- ▶ You can see a working example of a successful affiliate store at;
- ▶ <http://www.nicholaspyers.com/store>
- ▶ Don't forget, a copy of this presentation and all links discussed today, can be found at;
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Thank you for attending

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