

# Taking your Affiliate Program to the Next Level

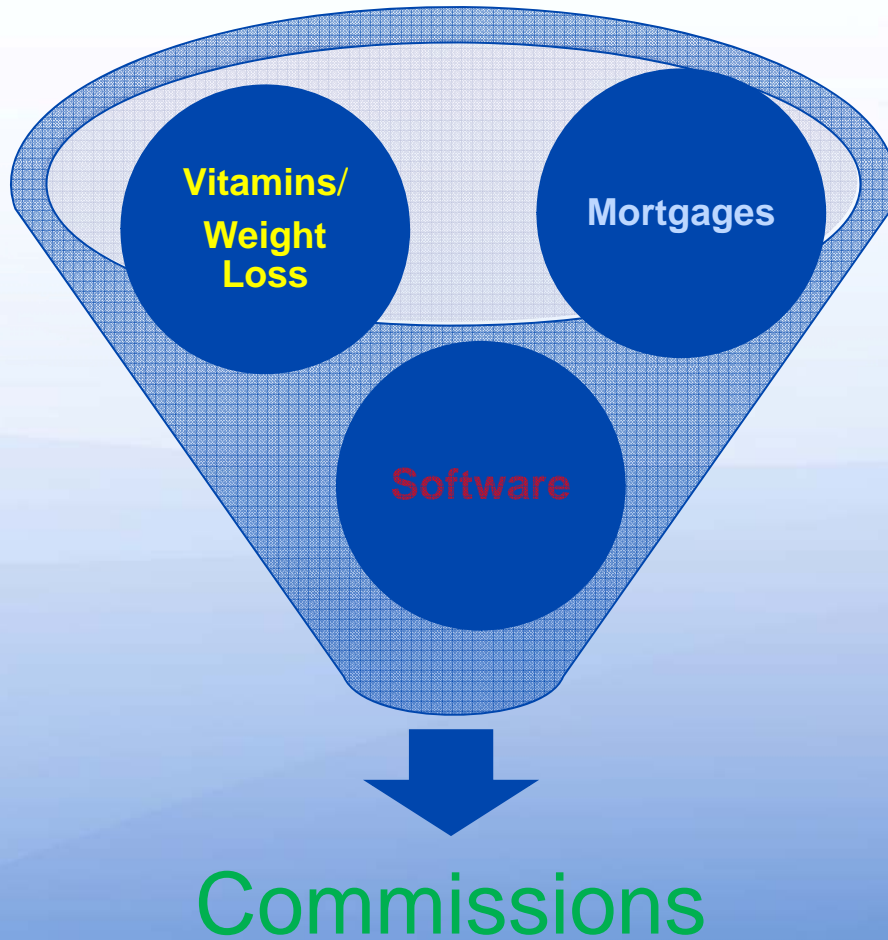
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## Affiliate Marketing

- > Definition and History of Affiliate Marketing (Wikipedia)
  - > Sharing Revenue/Commissions for referred business
  - > 1994 Web Affiliate marketing (launched 4 years after WWW)
  - > Digital River launched affiliates in 2002
  
- > Digital River Affiliate Stats-3 year history
  - > Average Order Value (AOV): \$34.11
  - > Average Commission: 45.26%
  - > Average Affiliate Earnings per Sale (EPS): \$15.44
  - > Over 120,000 different affiliate products available
    - > *Largest library of Digital Goods in the world!*

# Affiliate Product Choices



# What do Affiliates Want?

- > Make Money
  - > Highest Margin/Converting Products
  - > Paid on Time/Accurately
- > Easy Access to Content
  - > Lots of content to choose from
  - > Easy to build out sites/microsites
  - > Add new information
  - > Make choices for best products
- > Exclusive Deals and Tools
  - > Want to market something that everyone else isn't marketing
  - > Easier for Paid Search
  - > Higher Conversions



# How to get the attention of an affiliate?

- > Software offers so many choices
  - > higher AOV/margin than other products
  - > Digital Goods easy—no fulfillment issues
  - > Unlimited Inventory
  - > Refreshable Content-New releases available
  - > Multiple categories/audiences
    - > Software to fit every audience out there

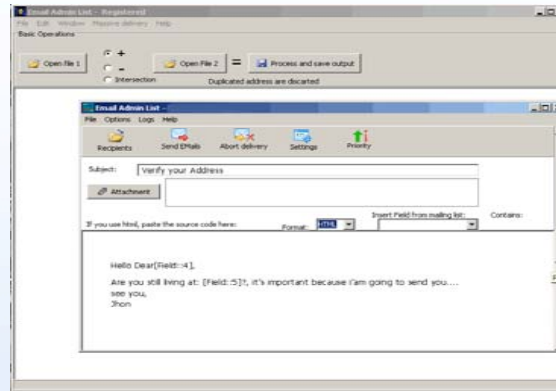
## Provide Affiliates with Money

### > Commissions

- > Make sure your products are competitive
- > Offer higher commissions for top tier affiliates
- > Contests can be good incentives

### > Discounts

- > Coupons can make your products more appealing
- > Exclusive Discounts or Bundles are also attractive



Which Would you buy?

## Provide Content for Affiliates

- > Box Shots/Branding
  - > Makes the product more “tangible”
  - > Box Shot creator software to buy and try on [www.Simtel.net](http://www.Simtel.net)
  - > Provide solid branding through logos
    - > Online services <http://www.logomaker.com/>
- > Short Description
  - > Include why a customer needs it
  - > Answers a need
- > Certified Trials
- > Certified Buy links (certified so affiliate gets credit)
- > Specifications
  - > OS requirements
- > Screenshots
- > Banners
  - > 125x125, 478x70, 160x600, 728x90 are common sizes

## Provide Tools for Affiliates

- > Digital River Affiliate Programs
- > Affiliate Partner Site/Guide
  - > General information on your software and it's category
    - > Stats and Usage Information
    - > Product specific stats and information
    - > Case studies and articles
  - > Audience Appeal
  - > Reasons why affiliate should select your products
  - > Benefits to Consumer
  - > Your Program Benefits to the affiliate
    - > Total number of products
    - > Company history
    - > Conversions from trials
    - > Earnings potential
    - > Wide audience appeal
  - > Provide Signup for Affiliate Program

# Product Overview

If you have experienced a Solaris server crash, you know that lost data can mean lost time and lost revenue. Disk Doctors UNIX NON-DESTRUCTIVE and READ ONLY software which recovers all your important data from the Solaris hard drives. It is simple to use application for UFS file system supported by Sun Solaris. The software has been designed to provide comprehensive and recover your lost data.

Works On  
Windows  
VISTA, XP,  
2003, 2000



## Product Highlights

- ✓ Recovers data loss when volume formatted/reformatted.
- ✓ Recovers data loss when volume mounted or is corrupted.
- ✓ Volume recovery after corrupted contents(VTOC).
- ✓ Volume recovery of damaged
- ✓ File recovery after damage in
- ✓ Recovery when Master Boot Record (MBR).
- ✓ Recovery from corrupt cylinder
- ✓ Any sort of corruption causing operating system.
- ✓ Preserves the date, name and recovered files after recovery.
- ✓ Simple and intuitive user interface

## Digital River Affiliate Programs

- > RegNow [www.RegNow.com](http://www.RegNow.com)
  - > Over 40,000 Software Products across multiple categories
  - > Trials and Buy Buttons, other collateral
  - > Site Builder Tool for creating websites
- > eSellerate [www.esellerate.net](http://www.esellerate.net)
  - > Over 4,300 Software Products/Mac Focus
  - > Trials, Buy Buttons, Landing pages, other collateral
- > Share\*It!/Element5 [www.shareit.com/www.element5.com](http://www.shareit.com/www.element5.com)
  - > Over 53,000 Software Products
  - > Trials, Buy Buttons, other collateral
  - > Localized products (various languages)
- > oneNetworkDirect [www.oneNetworkDirect.com](http://www.oneNetworkDirect.com)
  - > Premiere Software and Hardware Titles
  - > Pre-created landing pages
  - > Drive traffic to Merchant's Site

page: Home

Save Edit

Search

### Navigation

- My Affiliate Site
  - Pages [Add Page](#)
    - Home
    - Search Result
    - Product Detail
    - Product List
    - email landing page
  - Menus/Navigation
    - Header Menu
    - Footer Menu

### Edit Page

**\*=Required Field**

\*Page title:

Meta Description:

Meta Keywords:

(comma separated)

Widgets to add:

<input type="checkbox"/> Product Categories	<input type="checkbox"/> Product Selector
<input type="checkbox"/> HTML Snippet	<input type="checkbox"/> Banner Ads

**(After adding the widgets, you can drag-and-drop them to rearrange them on the page.)**

Show Header Menu

Home

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WMV 3GP MP4  
iPod Converter

## Workshops Teach Affiliates and Vendors How To:

- > Create Affiliate Accounts
- > Get Noticed
  - > Affiliate Highlights
- > Choose Best selling products
- > Teach you how to Initiate Contact/Create Affiliate Relationships
- > Create effective coupons
- > Build effective site (SEM/SEO)
- > Use Site Builder Tool
- > Expand your Content
- > Sell More

**We extend an invitation to Join us at the Workshops!**

## Resource Links

- > History/Wikipedia
  - > [http://en.wikipedia.org/wiki/Affiliate\\_marketing#History](http://en.wikipedia.org/wiki/Affiliate_marketing#History)
- > Box Shot Creator Software. Trials and buy links on: [www.simtel.net](http://www.simtel.net)
  - > 3D Box Maker Professional
  - > HQ BoxShot
  - > SDR 3D Box Shot
  - > Just BoxShots
- > Developer-Resource Affiliate Articles
  - > 13 Best Practices for Affiliates:  
<http://www.developer-resource.com/13-best-affiliate-practices.htm>
  - > Affiliate Tips:  
<http://www.developer-resource.com/affiliate-tips.htm>
  - > How to Keep Affiliates Attention:  
<http://www.developer-resource.com/how-to-keep-affiliates-attention.htm>

**Thank You and Good Luck!**