

# Affiliates

Using the power of Affiliate Marketing to grow your business.

TIM CROLL 

## SunFrog - \$10,000 to 7 Million

Nay Sayers... “doubt anything will be of it”

- But we had something
- From 10 prints a day to 1000’s of prints a day.
- From 5 employees to 50 employees.



# What did our growth look like? First Glimpse



Monday Morning – Wake Up Call  
5000 Orders to Fulfill



Christmas 2013



UH-OH

## Why is Structure important?

1. Revenue model. Is it affordable?
2. Capacity. Will you be able to keep up production?
3. Organizational staff. Will you be able to operate?

## How to survive?



Too dramatic?

# STEP 1: Revenue Model

# STEP 2: Capacity for Production

# Step 3: Organizational Structure

## Terms

- *Merchant – you have the product that you are selling to a customer.*
  - *Affiliate – you drive traffic to a product or service for a set price.*
- *Influencer – You have a following of people that trust your testimony.*

# Things to consider before building your affiliate market.

- *Make the decision on what type of traffic that you are willing to pay for.*
- *Providing Creatives for Affiliates*
  - *Providing Communication*

**What type of traffic are you  
willing to pay for?**

## Traffic

- *CPI – cost per impression*
  - *CPC – cost per click*
- *Conversion (CPC) – cost per conversion*
- *Email list, Phone calls, etc.*

# How to use Affiliate Marketing to Grow your Business.

# Direct Affiliates

## Managing Direct affiliates

- *Creating a back office to manage and track your affiliate sales and traffic.*
- *Using a 3<sup>rd</sup> party tracking to manage (Cake, HitPath, etc)*
- *Joint Venture – A short time promotion with unique links for tracking.*

# Affiliate Networks

## Affiliate Networks

- *Shareasale*
- *LinkConnector*
- *Commission Junction*
  - *Avantlink*
  - *Clickbank*
    - *JVZoo*
    - *Etc*

# Market Place Platforms

## What to consider:

- *Marketplace platforms are those that drive their own traffic to products placed on their site.*
- *Every platform will have a different set of requirements.*
  - *Who owns the customer data?*
- *Who is manages the shipping and customer service?*
  - *How much of a threat are they to your business?*

QUESTIONS?

