



Affiliate Program Management: An Hour a Day (Paperback)

By Evgenii Prussakov

John Wiley and Sons Ltd, United Kingdom, 2011. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Affiliate marketing is hot; here's how to get your program going. Nearly every retailer in the Internet Retailers Top 500 has an affiliate marketing program. Now free affiliate networks, automation software, and pay-for-performance compensation models are making it easy for small businesses to take advantage of this marketing tool. In the popular An Hour a Day format, this guide features a detailed, real-world, task-based approach to developing, launching, and managing a successful affiliate marketing program. It explores market research, determining payment models and reporting guidelines, recruiting affiliates, crafting appropriate communications, and much more. * Affiliate marketing programs help boost marketing efforts without incurring excessive costs; this Hour a Day guide provides everything merchants, business owners, and those charged with managing an affiliate program need to know * Offers a modern, real-world, step-by-step guide to researching, launching, managing, and optimizing a successful affiliate marketing program * Covers social media; creating policies; working with feeds, coupons, widgets, and video; creating compelling content; handling partners who are not meeting goals; and much more Affiliate Program Management: An Hour a Day is the do-it-yourself...



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Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You won't feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

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This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better than never. I found out this book from my dad and i encouraged this pdf to find out.

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