

Topic 9: Influencer and Affiliate Marketing

MKT 485

Chapter Objectives

Understand the basic concepts of influencer marketing.

Describe the pros and cons of using influencer marketing as a primary marketing channel.

Understand the basic concepts of affiliate marketing.

Describe how affiliate marketing works, and what are the advantages and disadvantages of using affiliate marketing.

Influencer Marketing

Influencer Marketing

A form of marketing in which a business identifies the individuals who have influence over potential customers, and orients marketing activities around these influencers.

- Can be arranged directly or through a professional company
- On average, for every \$1 spent on Influencer Marketing, brands are making back \$6.5 in earned media value

Pros and Cons

Pros

- Higher trust
- Makes paid media as effective as earned media
- Mobility
- Informality
- Flexibility

Cons

- Little control
- Haters
- Difficult to measure
- Temporary impact
- High association

How to do it?

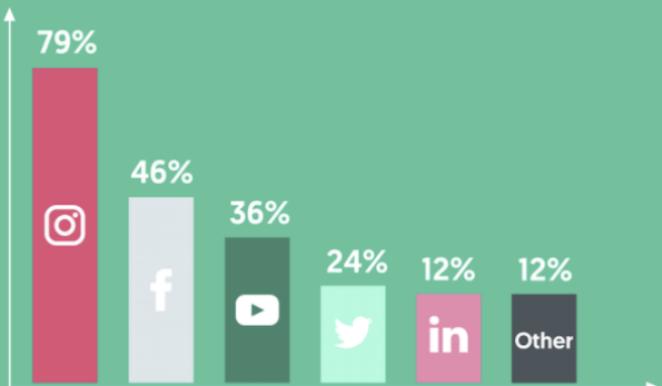
- Choose the right influencers! (do you recall the "علمني" "?")
- Be organized, put together a strategy, plan and budget
- Be patient and mindful
- Develop a schedule
- Integrate with your PR schedule, product release schedule, etc.

DON'T

Simply looking at the popularity of the influencer is not a good strategy!

Which Platform?

Which Channels do you predominantly tap into for Influencer Marketing campaigns?



Cost?!

نقدم لكم عرض سعرنا التالي للمؤثرون في سناب شات :

المبلغ	المؤثرون
65.000 SAR	أبو حمدان
20.000 SAR	بوقاتني
15.000 SAR	علياء عبيد
20.000 SAR	نجلاء عبدالعزيز
75.000 SAR	أفنان الباتل
30.000 SAR	سارة الودعاني
45.000 SAR	إبراهيم باشا
12.700 SAR	إيناس الحنطبي
20.000 SAR	هيفون
30.000 SAR	عز بن فهد
110.000 SAR	فاييز المالكي
70.000 SAR	منصور الرقيبة

<https://www.cnbc.com/2018/07/31/kylie-jenner-makes-1-million-per-paid-instagram-post-hopper-hq-says.html>



Micro-Influencers

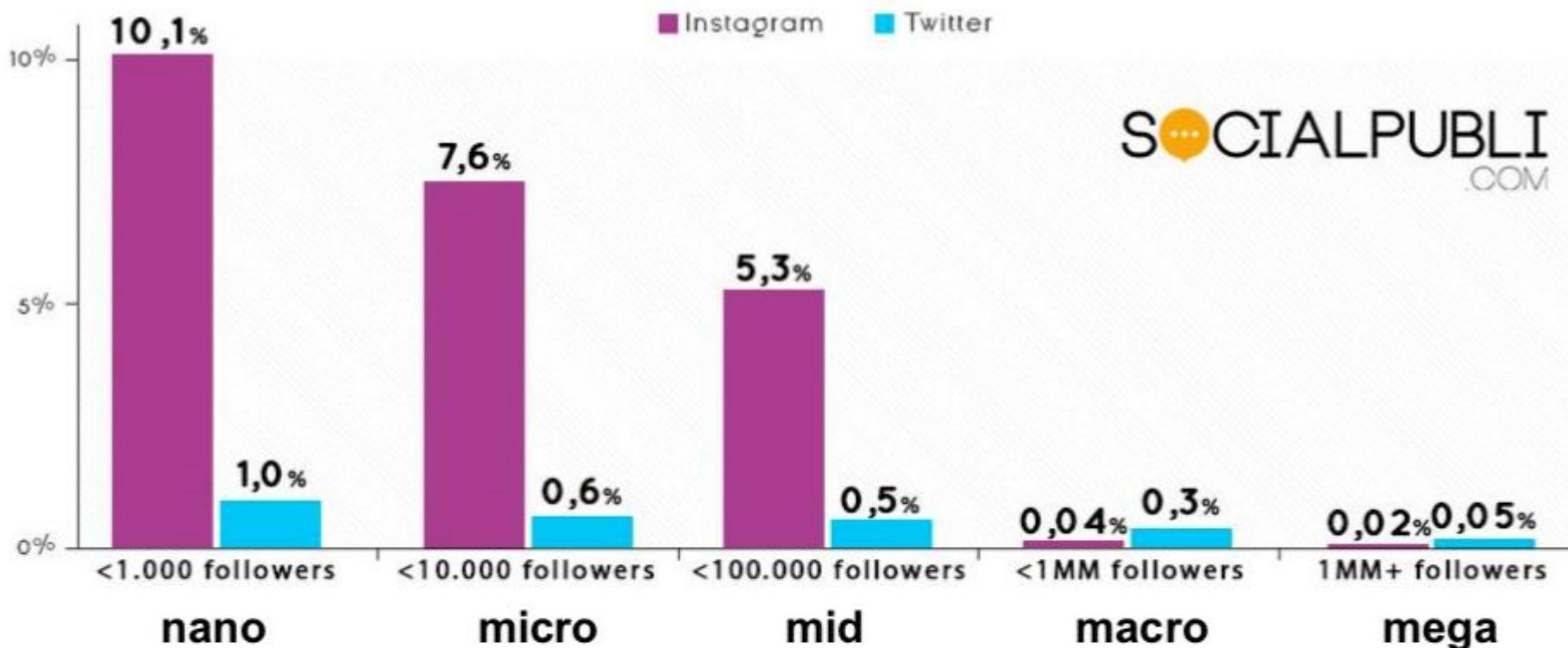
Those with close-knit communities of less than 10,000 followers, but with sufficient knowledge and expertise about a specific topic that they can speak with authority, and drive real conversation and engagement

Examples?

<https://www.socialmediatoday.com/news/how-do-micro-influencers-view-brand-partnerships-report/546003/>

AVERAGE ENGAGEMENT RATE on Instagram and twitter in 2018

.....



We analyzed the engagement rates of the last 3 campaigns completed by the 100,000 vetted influencers registered on our platform. Results show that **micro-influencers generate 7x more engagement** than the average generated by all influencers with larger followings.

Exercise

Recall an influencer marketing campaign you liked (didn't like). Why? What were the advertiser's objectives?

Influencer Marketing Platforms



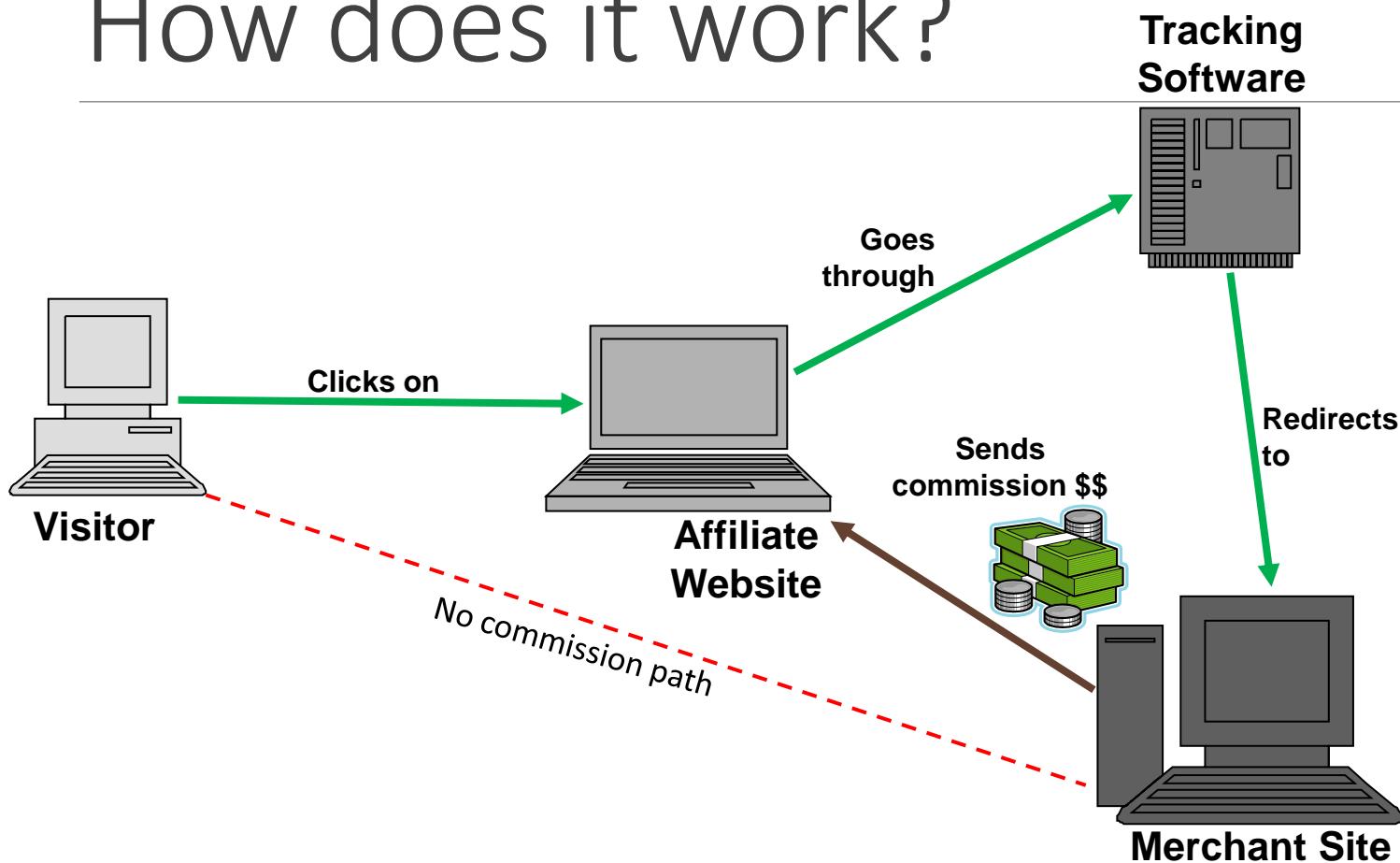
Affiliate Marketing

Affiliate Marketing

Affiliate marketing is:-

- >Where a third party (or Affiliate) generates sales or leads for the seller (or Merchant) and receives a commission for each successful sale or lead
- >Merchants include both smaller businesses and large multi-national companies
- >Affiliate marketing works very well for certain types of Merchants
 - > New businesses (with no SEO traffic)
 - > Companies with low budgets or where the cost per acquisition is expensive by using other methods (such as pay per click)

How does it work?



How to Track?

To know whether the sale is coming from an affiliate or not, the seller generate a unique link for the same product that encode the affiliate id

Example:

https://www.amazon.co.uk/Sony-PlayStation-Slim-console-black/dp/B01LQF9T5O?SubscriptionId=AKIAIWEQWV3KENJDHXQQ&linkCode=sp1&camp=2025&creative=165953&creativeASIN=B01LQF9T5O&tag=tr_m101-21

VS.

<https://www.amazon.co.uk/Sony-PlayStation-Slim-console-black/dp/B01LQF9T5O?SubscriptionId=AKIAIWEQWV3KENJDHXQQ>

Using Affiliate Networks

“An **affiliate network** is a group of associated (or affiliated) companies that offer some products and looking for leads by signing up in the network (e.g., Click Bank). A company looking to acquire new customers will pay members of its affiliate network for the sales leads that they provide.”

- An affiliate network can take care of the technical complications associated with affiliate programs.
- The seller can sign up with an affiliate network, recruit affiliates, and the rest will be handled by the network.
- Those network are specialized in tracking sales and passing the rewards to affiliates



ClickBank is a **Leading Global Retailer** and Affiliate Marketplace

ClickBank is a leading global retailer with its own affiliate marketplace. We enable you to grow with unlimited scale.

Sell

Grow your sales with the ClickBank Affiliate Marketplace.

Shop

Discover and shop for innovative products.

Promote

Find top-performing products to promote.

Learn

Learn how to make money online with courses in performance marketing.

Using Affiliate Networks

For example, here is the URL of a product on a retailer's website:

<http://www.firebox.com/product/1201>

Here is the URL for the same product, but with affiliate tracking:

http://scripts.affiliatefuture.com/AFClick.asp?affiliateID=238&merchantID=214&programmeID=3897&mediaID=0&tracking=cube_world&url=http://www.firebox.com/index.html?dir=firebox&action=product&pid=1201&usg=AFQjCNGdHpzAasCefzDnyUBPxnagxqzvTA

You can see some of the information being recorded.

- The affiliate network – Affiliate Future
- The ID of the affiliate (238)
- The ID of the merchant (214)
- The ID of the programme (3897) (a merchant may have more than one programme on a network)
- The media used (0)
- The destination of the click

Using Affiliate Networks

If the user purchased from a merchant (using the same URL as before), the following information would be collected:

- Referring URL and affiliate
- Total sale amount for commission
- Date and time of sale
- Unique order number of sale

What happens if the user didn't make the purchase immediately, but after a few hours using the direct link?

No Immediate Purchase?

For example: A user sees a banner on a website he visits promoting a weekend in Dubai, booked with Booking. The user clicks on that banner and checks out the deals on the Booking website.

A cookie is set, as the first website is an affiliate of Booking.

He doesn't book right away, but after chatting to his friend, they decide to book the trip. He goes to Google, searches for 'Booking weekend in Dubai', and clicks on an organic search results and book the trip.

In this case, the affiliate will get the commission.

Multiple referrals, one sale – who gets the bounty?

For example: A user sees a banner on a website he visits promoting a weekend in Dubai, booked with Booking. The user clicks on that banner and checks out the deals on the Booking website.

A cookie is set, as the first website is an affiliate of Booking.

He doesn't book right away, but after chatting to his friend, they decide to book the trip. He goes to Google, searches for 'Booking weekend in Dubai', and clicks on one of the **CPA adverts**. This has also been placed by an affiliate, but a different one.

This time he books the trip. But which affiliate should be rewarded the commission?

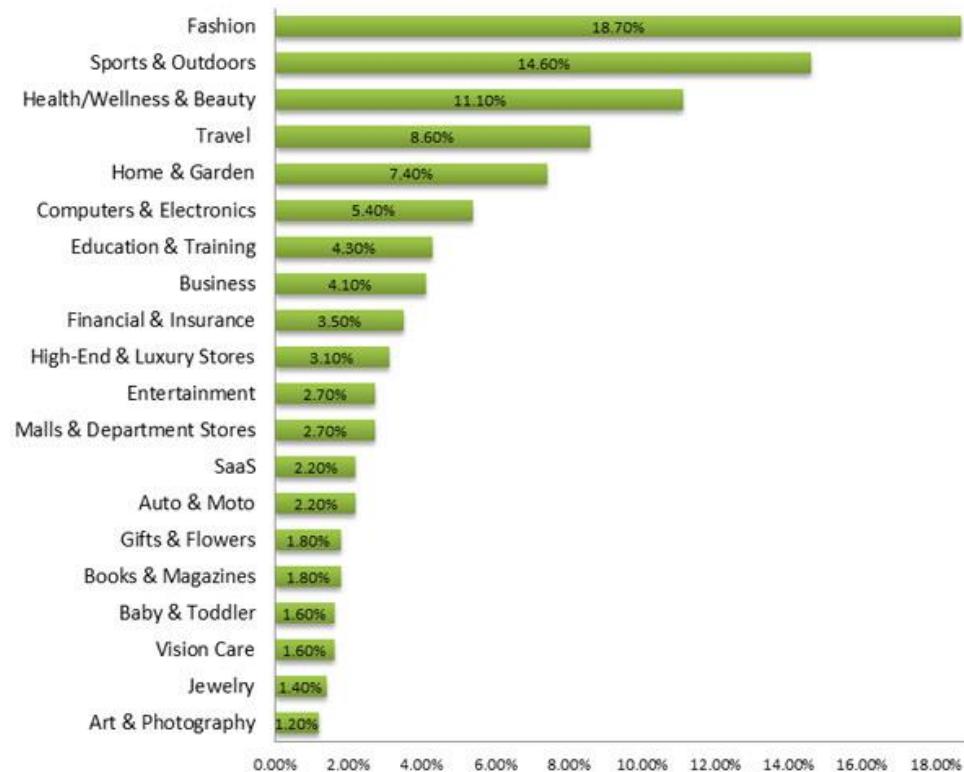
Usually the most recent referral is awarded the commission

Untraceable Leads?

If a direct link with the affiliate id can not be used, the seller can use referral codes or coupons.

Affiliate Marketing Categories

Top 20 Affiliate Categories



Examples

Amazon

Alibaba

Uber & Careem

Booking

Can you think of other examples?

<https://affiliate-program.amazon.com/help/operating/schedule>

Arab Clicks

ARABCLICKS

Logout

Dashboard

Offers

All Offers

Best Coupons & Deals

Marketing Insights

My Live Offers

Scheduled Changes

Reports

Tools

Coupons

FAQ

My Account

Account Manager

All Offers

amazon X

Sort by

Offers

TOP OFFER Amazon - UAE, KW, BH, OM - Links ★★★★★ [More Details](#)

TOP OFFER Amazon - KSA - Links ★★★★★ [More Details](#)

Amazon Home Services - Links [More Details](#)

Amazon Prime - Sign Up - Links [More Details](#)

AED 8.4 CPA

Beauty, Fashion and [7 more](#)

United Arab Emirates, Kuwait and [2 more](#)

Tracking

Request Link >>

In Review >>

Request Link >>

Request Link >>

Link Requested

We have contacted your account manager for a new link. We will notify you once its ready.

This may take up to 72 hours.

 **Amazon - KSA - Links**

Payout: 7.2% CPS
Beauty, Fashion, Baby & Kids, Books & Education, TV & Electronics, Mobiles, Tablets & Computers, Grocery & Food, Home, Kitchen & Garden, Sports, Fitness & Outdoors | Saudi Arabia

[d 2 more](#)

[Request Link >>](#)



Arab Clicks

ARABCLICKS [Logout](#)

[Dashboard](#)

[Offers](#)

All Offers

[Best Coupons & Deals](#)

[Marketing Insights](#)

[My Live Offers](#)

[Scheduled Changes](#)

[Reports](#)

[Tools](#)

[Coupons](#)

[FAQ](#)

[My Account](#)

Account Manager:

More Details					
	Ubuy - Coupons ★★★★★ More Details	3.5% CPS +Goals	Beauty, Fashion and 4 more	Bahrain, Egypt and 9 more	Request Code >>
	Daily Mealz - Coupons ★★★★★ More Details	SAR 27.3 CPA +Goals	Grocery & Food, Coupon Offers	Saudi Arabia, Kuwait	Request Code >>
	H&M - Links ★★★★★ More Details	10.5% CPS +Goals	Fashion, Baby & Kids	United Arab Emirates, Saudi Arabia and 2 more	Show Link >>
	Sharaf DG - Links More Details	0.8% CPS	Beauty, Fashion and 4 more	United Arab Emirates	Show Link >>
	joi Gifts - Links More Details	10% CPS	Gifts & Flowers	United Arab Emirates, Jordan and 1 more	Show Link >>
	Gap - Links More Details	7.7% CPS	Fashion, Baby & Kids	Kuwait, United Arab Emirates and 1 more	Show Link >>

[SUBSCRIBE](#) 

Arab Clicks

[Logout](#)[Dashboard](#)[Offers](#)[Reports](#)[Tools](#)[Coupons](#)[FAQ](#)[My Account](#)

Account Manager:

ArabClicks Support[Contact Support](#)[Terms of Service](#)[Privacy Policy](#)[Contact Support](#)

H&M - Links

Your Tracking Link

https://go.arabclicks.com/aff_c?offer_id=405&aff_id=71331

Tracking Link Options

 Generate TinyURL Impression PixelShare link: **Landing Page**

Default URL

[Preview Landing Page](#)

Customize Your Tracking Link

[Add Source](#)[Add Creative](#)[Add Sub IDs](#)[Add Click ID](#)[Add Unique](#)[Add Deep Link](#)

Add Affiliate Source

[Add](#)

You can view data aggregated by non-unique traffic source values in the performance report. This parameter accepts up to 255 standard alphanumeric characters..

Offer Details



Arab Clicks

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All Offers

[My Coupons](#) Search

Sort by offer rating

Show all

Offers**Commission****Category****Geo****Tracking****TOP OFFER**

Bath & Body Works - Links

More Details

10.5% CPS
+Goals

Beauty

Saudi Arabia, Bahrain and
2 more[Show Link >>](#)**TOP OFFER**

Voga Closet - Coupons

More Details

10.5% CPS
+Goals

Fashion, Coupon Offers

Jordan, Egypt and 7 more[Request Code >>](#)**TOP OFFER**AliExpress - Worldwide -
Links

More Details

6.3% CPS

Beauty, Fashion and
5 moreUnited Arab Emirates,
Saudi Arabia and 9 more[Request Link >>](#)AliExpress - Worldwide -
November Coupons

More Details

USD 7 CPA
+GoalsBeauty, Travel and 18 moreUnited Arab Emirates,
Egypt and 11 more[Request Code >>](#)[Exit full screen \(F\)](#)

Arab Clicks

→ أحصل على كود الخصم الخاص بك هنا

سوف تكسب: CPS 5.6% حتى
عندما تمنحك 20% خصم



20% كوبون

Fordeal

كود:

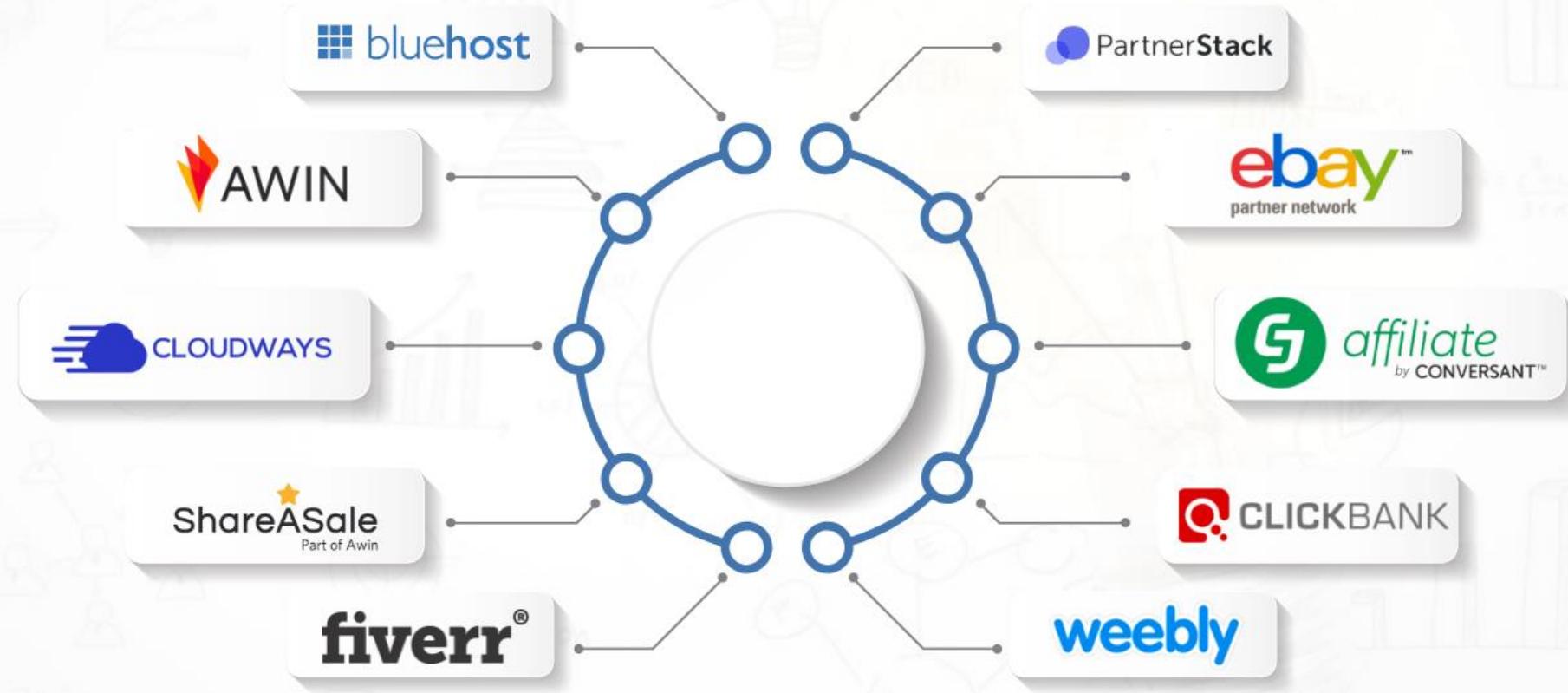
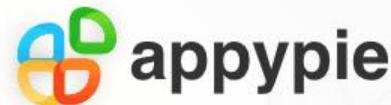
الجمال، المؤسسة، عروض كوبونات
الإمارات، السعودية، الكويت، البحرين

كلبة مخطوبة

تفاصيل أكثر

أطلب الكود الآن

Top 10 affiliate programs & Websites



COMPENSATION METHODS

Pay per sale (PPS) - 80% of affiliate programs

Cost per action (CPA) - 19% of affiliate programs

Cost per click (CPC)

ADVANTAGES AND DISADVANTAGES

The seller pays commission **exclusively for the sold products.**

Affiliates are not employed by the merchant whose products or services they promote.

As an affiliate you can promote products of different merchants. You are given a commission for each sale.

ADVANTAGES AND DISADVANTAGES

The Dark Side of Affiliate Marketing

The concept of affiliation is legit, however, scammers can use this method as well.

E.g., pyramid scheme

https://www.youtube.com/watch?v=VVUUUbEw_Pm8

<https://www.youtube.com/watch?v=1QkZcdCDJJg>

Thanks!