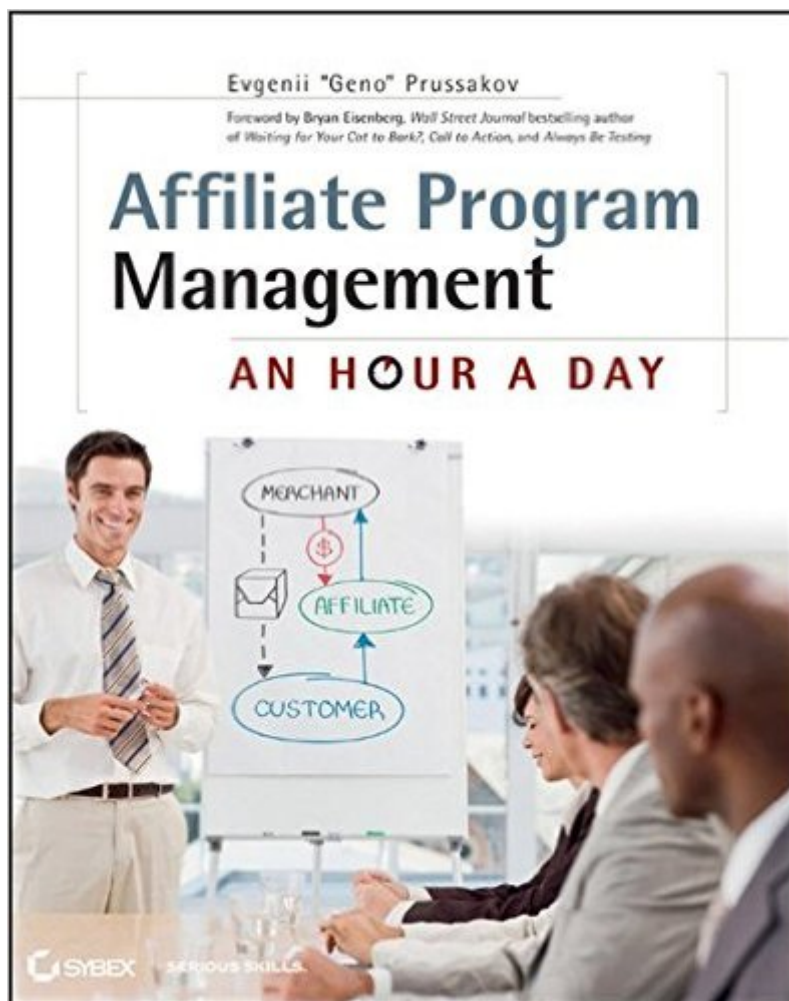


The book was found

Affiliate Program Management: An Hour A Day



Synopsis

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 guide to planning and maintaining a successful affiliate program.

Book Information

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Customer Reviews

For those of us in the affiliate marketing space, not much has been published about the merchant or advertiser's side of the business. In a complex, challenging and evolving industry, practical tools and thought leadership are critical. Geno's latest book builds on the subject matter from his previous book and presents it in an even more helpful format. Rather than a list of questions and answers as

in the earlier book, this book is laid out as a week-by-week, month-by-month tactical plan for the new or experienced merchant. It should be on every affiliate marketer's bookshelf, whether you are a merchant or an affiliate. It may be debatable whether "an hour a day" is realistic and perhaps it's been over-used, but the premise of allocating, organizing and prioritizing your efforts is spot on. Geno very generously shares the "tricks of the trade" and pulls back the curtain for a detailed look at how a top affiliate program manager plans, sets up, manages, and tweaks a successful affiliate program. The book is well-written and divided into delicious chunks of information that can be digested and assimilated one week at a time--or in one glorious meal if you prefer. Geno's expertise and passion for leadership and management development shine through as he presents an innovative approach to understanding how to motivate and lead affiliates from an organizational development background. For some readers, this chapter may be a bit too academic, but worth consideration nonetheless. He adds to the professionalism of the field with his inclusion of SWOT analysis and other management techniques into the mix for competitive market analysis. His chapter on parasitism and problem affiliates is comprehensive and replete with additional resources on this sticky topic.

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