

E-COMMERCE AFFILIATE MARKETING & LEAD GENERATION BOOT CAMP

OCTOBER 31, NOVEMBER 7, AND 14
SATURDAY 8 PM TO 9 PM.

What to expect?

- **Introduction to Affiliate Marketing & Lead Generation (October 31, Saturday, 8 PM to 9PM)**
 - Overview of affiliate marketing and lead generation
 - Examples of products and services promoted through affiliate marketing and lead generation programs
 - Your business model and deciding which products to sell.
 - Selecting an affiliate program to join in.

What to expect?

- **Getting your site ready for affiliate promotion (November 7, Saturday, 8 PM to 9 PM)**
 - Use a new or existing site.
 - Creating a content plan.
 - Getting affiliate links and add them to your site.
 - Inviting affiliates to sell your product.
 - Promoting your content.

What to expect?

- **Performance Monitoring & Improvement
(November 14, Saturday, 8 PM to 9 PM)**
 - Monitoring affiliate program performance.
 - Revisit business model.
 - Improve your content strategy.
 - Improve your promotion efforts.



Introduction to Affiliate Marketing & Lead Generation

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Affiliate marketing

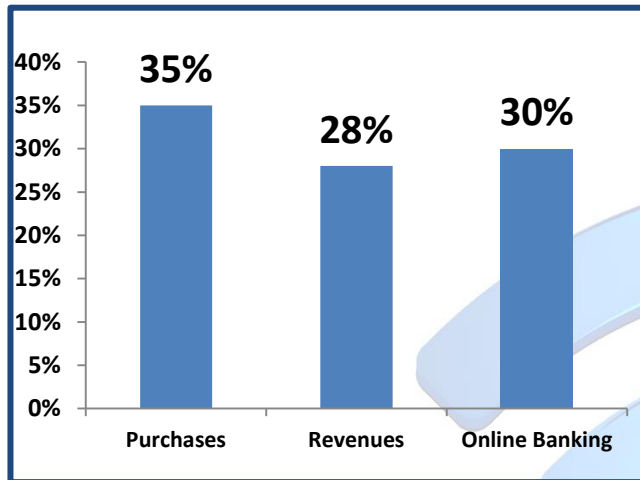
- Involves a merchant paying a commission to other online entities, known as affiliates, for referring new business to the merchant's website.
- Performance-based.
 - affiliates only get paid when their promotional efforts actually result in a transaction.



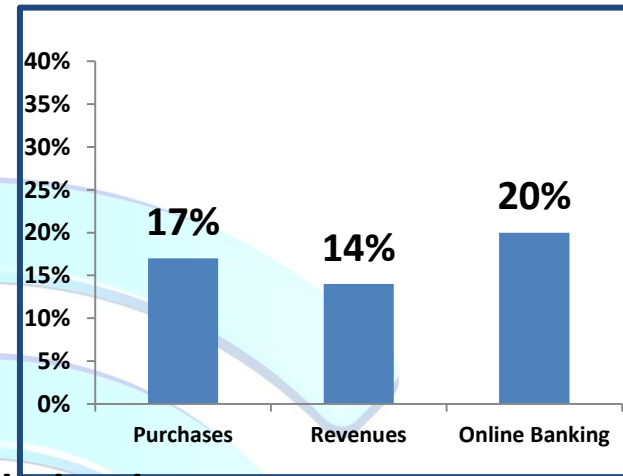
ECI 24-Month Average: August 2013 to July 2015

(Based on 12,000 Cumulative Responses)

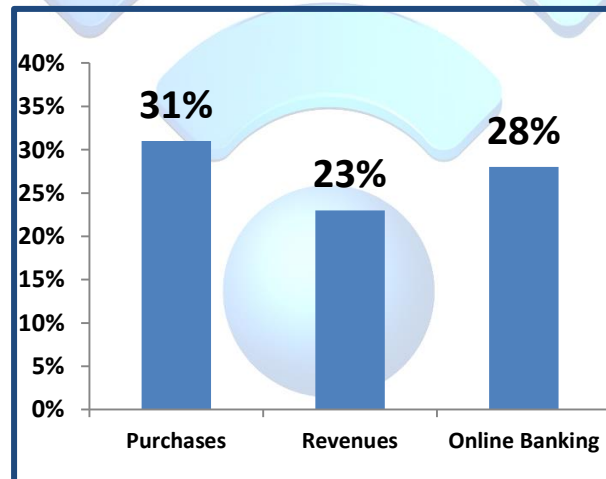
Manufacturing



Services



Retail/Wholesale



LAZADA Online Revolution 2015

This is the strongest campaign of the year

1	2	3	4	5
11.11 Online Revolution 2014	12.12 Online Revolution 2014	Birthday Sale Mar 2015	Big App Sale May 2015	Effortless Sale Jun-Jul 2015
<ul style="list-style-type: none"> • x 5 revenues of a normal day • 4.5 M visits on the website during 1 day • 125 000 orders 	<ul style="list-style-type: none"> • x 11 revenues of a normal day • 10 M visits on the website during 1 day • 270 000 orders • TVC on air during 3 weeks • More than 300 press releases 	<ul style="list-style-type: none"> • 25 M visits in 3 days • 350 000 orders • 22 000 comments on the social fb game • More than 50,000 discount deals 	<ul style="list-style-type: none"> • App installs increased by 70% during campaign • x 2 revenues on App • LZD #1 shopping App in all countries except SG #2 	<ul style="list-style-type: none"> • Launched in 3 countries (PH, TH, and VN) • Focus on Lazada brand identity • x 2.3 revenues of a normal day • 12.5 M visits in 3 days for the 3 countries



E-Commerce is Growing

U.S. online retail forecast, 2012 to 2017

Online retail sales will grow at a compound annual rate of 10% from 2012-2017, Forrester Research says. By 2017, the web will account for 10% of U.S. retail sales.

Source: Forrester Research, sales in billions



Who can become an affiliate?

- Loyalty programs (discount cards, clubs)
- Rebate sites
- Price comparison sites
- Bloggers
- Email marketers
- Social media profiles



Affiliate marketing

- The publisher (affiliate or affiliate marketer)
 - Creative control on how to sell other people's product.
- The advertiser (product owner)
 - Entity who set up the affiliate program or network.

Most entities look for affiliates

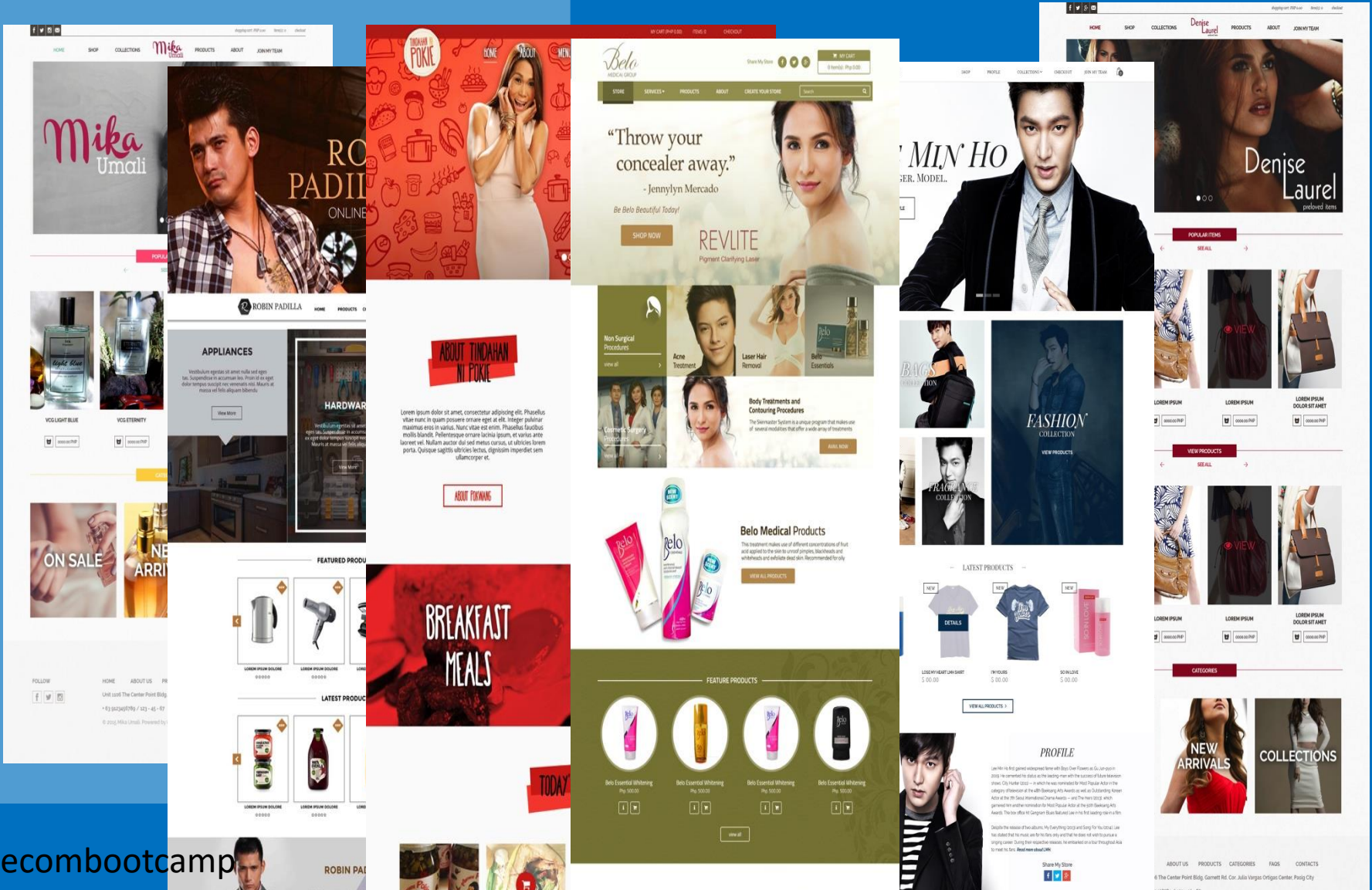
- Boon for sales, brand awareness, average order value, site visits, and conversions.
- Product perception is important.
- Get started and oftentimes take the “loss leader” approach.
- If not developed and managed well, companies can be faced with off-brand messaging, fraud, and flat new customer growth.

ONE power those with influence

500 celebrity & merchant stores and growing
Over 10,000 online stores

one

Onenetworkecommerce.com



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one



ONE connect merchants and buyers in one e-Commerce rewards community

Opportunity for Bloggers

Integrate yourself and convert your influence and traffic into revenue through this built-in social e-Commerce community



HOW?

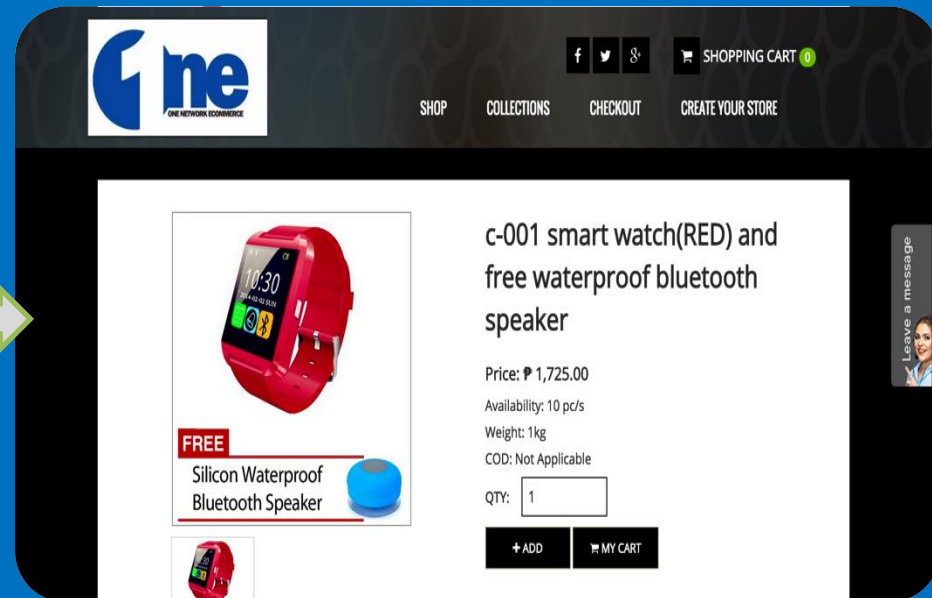
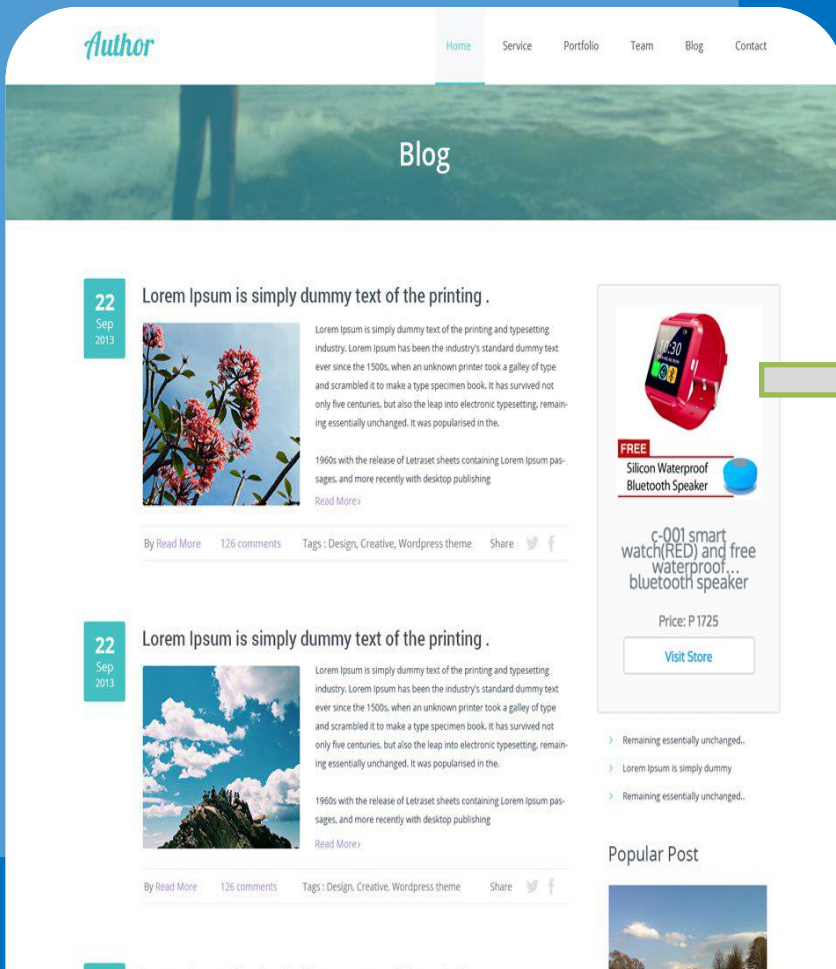
- Grab from over merchant 50,000 products
- Embed anywhere on your blog
- Link goes straight to your online store

one



ONE AFFILIATE NETWORK

Product embedding system for blogs & websites

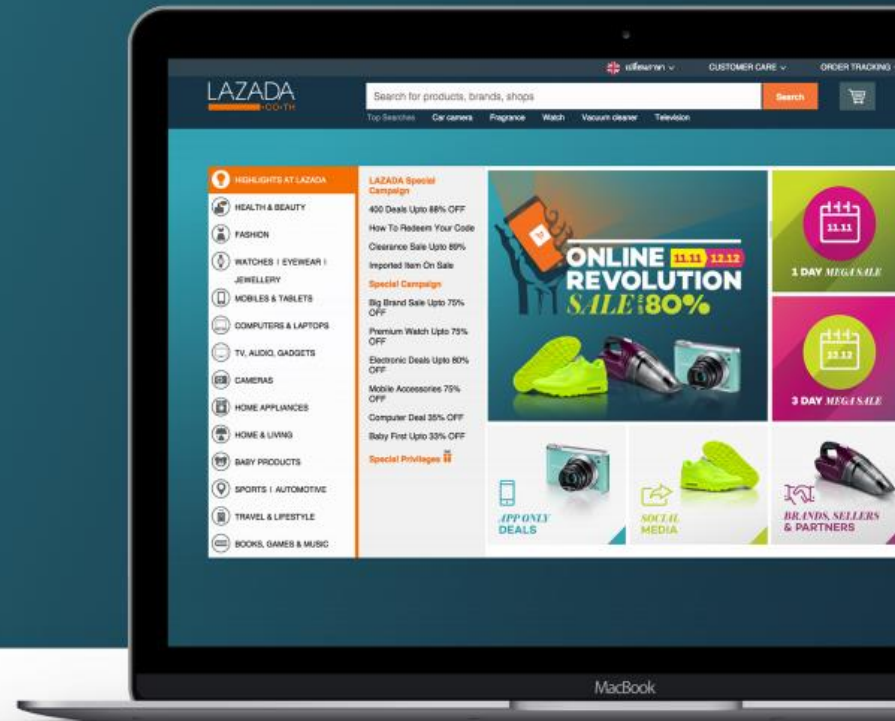


Online Revolution 2015

The Biggest Sale of the Year Starts



ONLINE 11.11 12.12
REVOLUTION
SALE UP TO 80%



<http://www.lazada.com.ph/affiliate/>

LAZADA Affiliate Program



Fastest growing E-commerce Affiliate Program on the SEA region with more than 25,000 registered affiliates.



Mobile app tracking for **Android** and **iOS** with a fixed CPS model offering a commission up to PHP 200 per order



Desktop CPS model **with attractive commission rates:**

- Electronics: 5%
- Non – Electronics: 8 – 10%



Top of the market Tools & products: auto-optimized banners, product widget generator, Feed category manager, deeplink generator



Dedicated support from our local Affiliate Team members.

Who are the affiliates?

- Open to all individuals/groups, 18 years old and above, based in the Philippine
- Affiliates receive a Lazada PH Certified Affiliate badge which they should add to their website and embedded with a link www.lazada.com.ph.



How does the affiliate program work?



Online Revolution 2015

This is the strongest campaign of the year

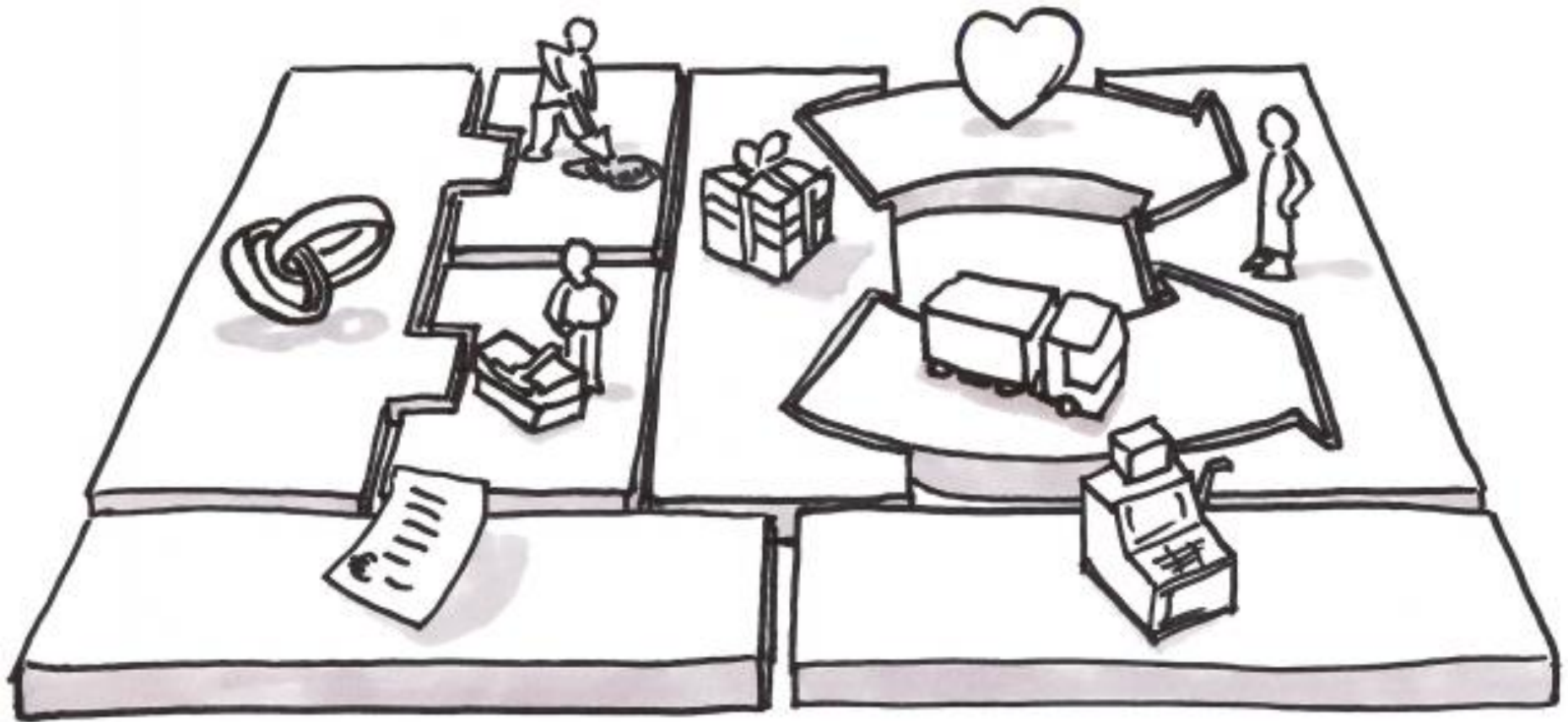
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Source : Lazada SEA GA for traffic, media metrics for press data and internal data for other metrics

Is affiliate marketing for you?










- You are an “influencer”.
 - Capable of giving people buying or product advice.
- You are competitive.
 - You like to challenge yourself and join competitions if necessary to put yourself to the test.
- You have complimentary products and services.



Business Model Canvas

(FortuneReader.blogspot.com)

www.businessmodelgeneration.com 

<p>KEY PARTNERS</p>  <p>Lazada ONE Amazon Etc.</p>	<p>KEY ACTIVITIES</p>  <p>Writing forecast Affiliate links Email friends Site update</p>	<p>VALUE PROPOSITION</p>  <p>Have local “horoscope reader resource person”</p> <p>Affordable but high value product recommendat ion</p>	<p>CUSTOMER RELATIONSHIPS</p>  <p>One on one. Self-service</p>	<p>CUSTOMER SEGMENTS</p>  <p>People wanting to know their 2016 horoscope forecast</p>
<p>KEY RESOURCES</p>  <p>Horoscope reading guide. Canva work CRM</p>	<p>CHANNELS</p>  <p>Social media Email Private messages</p>			
<p>COST STRUCTURE</p>  <p>Guides, image subscription, CRM, social media marketing</p>		<p>REVENUE STREAMS</p>  <p>Ads, affiliate income, writing opportunities</p>		

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See you at the next webinar!

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See you at the next webinar!

- [Facebook.com/janettectoral](https://www.facebook.com/janettectoral)
- [Twitter.com/digitalfilipino](https://twitter.com/digitalfilipino)
- 0917-4490011



References

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- <http://www.shoemoney.com/2015/05/01/affiliate-marketing-101-affiliates-product-owners/>
- <http://www.cleverbridge.com/corporate/affiliate-marketing-101-turning-visitors-into-paying-customers/>
- <http://www.cleverbridge.com/corporate/affiliate-marketing-101-turning-visitors-into-paying-customers/>
- <https://www.cleverbridge.com/corporate/affiliate-marketing-101-4-easy-steps-for-beginners/>
- <http://www.demacmedia.com/marketing/affiliate-marketing-ecommerce-101/>
- <http://mainnovationmanagement.co.uk/2013/05/22/business-model-canvas-part-1/>