

# Getting your site ready for affiliate promotion

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# Affiliate Marketing is Marriage of Content Marketing & Digital Commerce



The publisher helps the company promote their product via a link or code specific to the publisher.



By clicking the link, the user is brought to another site where the good or service is being offered.



Conversion rates of that single link or code are tracked back to the publisher.



The publisher is paid out a percentage of the sale from the clicked link or used code.

# Online Revolution 2015

The Biggest Sale of the Year Starts



**ONLINE** 11.11 12.12  
**REVOLUTION**  
*SALE* UPTO **95%**

The Biggest sale of the year:  
**NOVEMBER 11**

# At a Glance



Launched in  
March 2012  
across SEA



Over 7M  
customers



Over 1M  
products



Over 4M  
Facebook fans



Over 20M  
avg. monthly visits



No. 10 in Alexa's top sites  
in the Philippines

# Lazada Affiliate Program



Earn up to 10% commision on sales with Philippines' no.1 online shopping mall



# LAZADA Affiliate Program



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



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

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



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



**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.

# What's in it for you?

LAZADA  
GROUP

Affiliate



## ADDITIONAL SOURCE OF INCOME FOR YOUR WEBSITE

Don't let anything go to waste! Even simple text links can bring in extra revenue!



## EARN COMMISSION ON SALES

5 - 10% commission depending on the category



## LONG TERM PARTNERSHIP

Full support and dedicated account management to help publishers maximize their earnings



## VARIOUS MARKETING TOOLS



Aside from banner ads, you can also promote through blog articles and social media posts



# How does the affiliate program work?





# Commission Rates and Terms & Conditions



## ELECTRONICS

Mobiles & Tablets, Computers & Laptops, Consumer Electronics, Cameras; Home Appliances



## LIFESTYLE

Health & Beauty; Watches; Home & Living; Toys, Kids & Babies; Travel & Luggage; Sports & Outdoors; Media, Game & Music



## FASHION & ACCESSORIES

Women's and Men's Fashion, Women's and Men's Shoes



Sales attribution:  
Last-click basis



Cookie shelf life  
of 30 days



Payments are  
done monthly  
through PayPal or  
bank deposits

# Affiliate Online Revolution



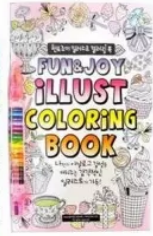


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**ONLINE** 11.11 12.12  
**REVOLUTION**  
*SALE* UP TO **95%**

The Biggest sale of the year

# 11 Peso Deals – exclusive preview of great deals on 11/11



*Before Php 279*

Adult Zen and Anti-Stress Coloring Book



*Before Php 130*

Security Credit Card Wallet



*Before Php 699*

Heat Preservation Electric Lunch Box



*Before Php 398*

Push Up Pro



*Before Php 450*

Police Flashlight with Stun Gun Taser



*Before Php 828*

10000mAh Powerbank



*Before Php 244*

In-Ear Headset



*Before Php 320*

Sandisk Cruzer Blade 8GB

# 99 Peso Deals – exclusive preview of great deals on 11/11



*Before Php 450*

Hands Free  
Toothpaste  
Dispenser



*Before Php 249*

Credit Card Type  
Folding Safety Knife



*Before Php 479*

Stackable 4-Layer  
Shoe Rack



*Before Php 250*

Wrangler Ladies'  
Wristlet

# 11-11 Smartphone Deals



## Cloudfone Excite 354g

*Selling Price: ₱2,499*

*11-11 Price*

**₱999**

## MyPhone Uno 4GB

*Selling Price: ₱3,499*

*11-11 Price*

**₱2,499**



# 11-11 Consumer Electronics Deals

## Sony Bravia 32" LED TV Black KLV-32R302C



*Selling Price: ₱12,499*

*11-11 Price*

**₱9,999**

## Bluetooth Touchscreen Smart Watch

*Selling Price: ₱759*

*11-11 Price*

**₱599**



# 11-11 Tablet Deals



**Acer W1-810-12RL 8"**

*Selling Price: ₱7,399*

*11-11 Price*

**₱5,999**

**Lenovo Yoga Tablet 8**

*Selling Price: ₱10,999*

*11-11 Price*

**₱4,990**





# 11-11 Computer Deals



## **Dell Inspiron 3451**

*Selling Price: ₱11,349*

*11-11 Price*

**₱9,999**

## **Transcend StoreJet 1TB Portable Hard Drive**

*Selling Price: ₱4,795*

*11-11 Price*

**₱2,690**



## 11-11 Camera Deals



### **SJCAM SJ4000 WiFi 12 MP**

*Selling Price: ₱3,699.00*

*11-11 Price*

**₱2,999**

### **Quadcopter with Remote Control and 2MP Camera**

*Selling Price: ₱1,699*

*11-11 Price*

**₱1,499**



# 11-11 Home Deals



## American Heritage 52" Ceiling Fan

*Selling Price: ₱1,899*

*11-11 Price*

**₱1,499**

## Bosch GSB 500 RE Impact Drill-DIY Tool Set

*Selling Price: ₱4,133*

*11-11 Price*

**₱2,199**



# Use New or Current Site

www.solesearchingsoul.com

## 5 Affordable and Quality Action Camera for less than 5000 Pesos

10/24/2015

0 Comments

Action [Camera](#) is one of the top items in Bucket List of most travellers I know but it tends to be bit pricey especially for those with very [tight budget](#). I'm sure that if you're reading this post, you are just like me you who wish to have an action cameras are not that [expensive](#).

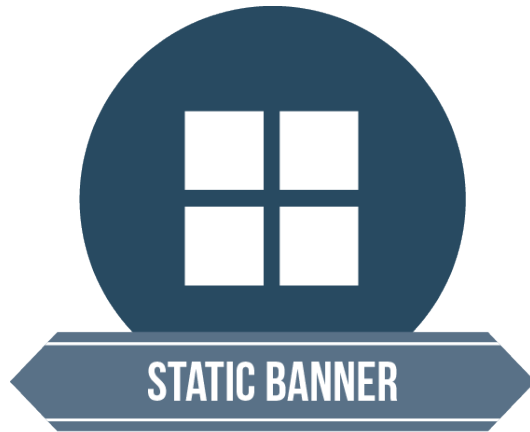


I used to have an all weather [Sony cybershot](#) camera but it died last summer while I was [snorkeling](#) in Coron after almost 4 years of travel and adventure. **SUBSCRIBE** to my [YouTube Channel](#) for videos.

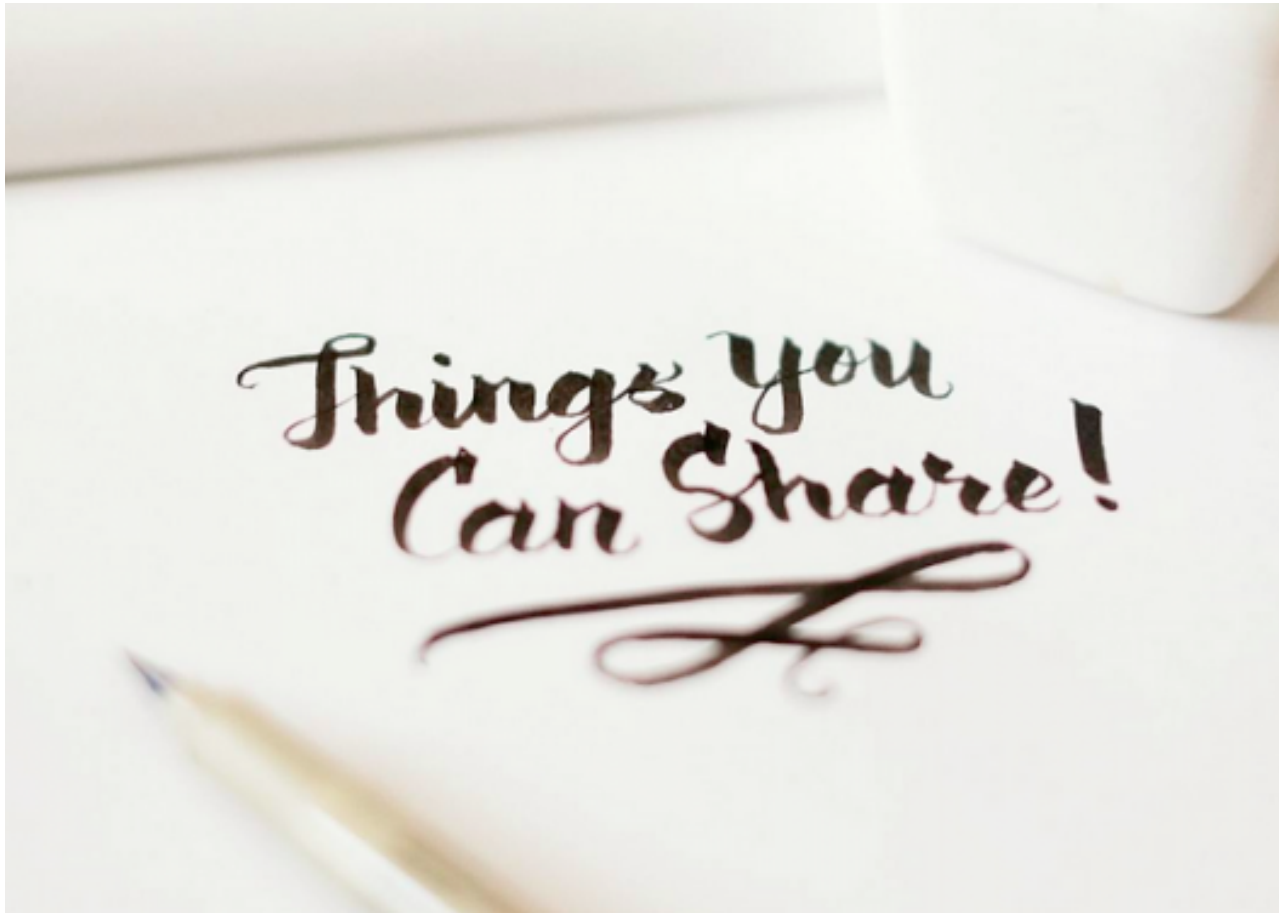
Since then, I've been scouting for a new one but budget limitations is a big consideration that's why I've been "shopping" [online](#) from time to time just to check if there'll be a [quality](#) yet affordable unit.

I'm still undecided what to get but I found these **5 Action Cameras** on [SALE](#) while browsing the Lazada website. You might might also want to check especially if you just want to **capture exciting holiday moments without breaking your wallet.**

# Add Affiliate Links to your Site & for Personal Sharing



# Create a Content Plan & Calendar



# Get Content ideas by fostering dialogue

Create an avenue for your users to talk back to you.



Allow readers to leave comments on your blog posts.



Make it easy for readers to leave product reviews/testimonials.  
*Ask permission to share them in your marketing efforts.*



Actively ask for content.

- *Blog post comments*
- *Social media shares*
- *Ask questions to spark debate.*

# Share good deals to your followers on social media and OFFLINE





# How to maximize your performance?

Use all your channels and Lazada tools!

## Use all your media to promote Lazada

- ✓ Upload campaign banners and text links
- ✓ Send Lazada newsletters to your subscribers
- ✓ Post on Social Media posts: FB, Instagram, twitter, etc.
- ✓ Write Blog Posts & Reviews for Lazada Online Revolution
- ✓ SMS push to your subscribers



# Don't rely on single traffic source

- Give practical shopping tips to your mailing list

## THE EMAIL MARKETING • PROCESS



# Ask for a Favor from friends & contacts



If people like you,  
they'll listen to you,  
But if they trust you,  
they'll do business  
with you.     ~Zig Ziglar



# Learn more



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**E-COMMERCE AFFILIATE  
MARKETING & LEAD GENERATION  
BOOT CAMP**

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

PM me @digitalfilipino and will send you link

# References

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