



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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