

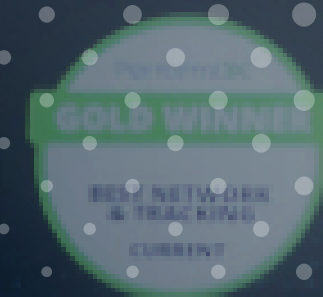


WEBGAINS

RETAILER'S GUIDE TO AFFILIATE MARKETING

AN INTRODUCTION TO AFFILIATE MARKETING ECOMMERCE BRANDS

- ✓ **LEARN** the basics of affiliate marketing & how to get started easily
- ✓ **GET** more website traffic & sales from highly engaged shoppers
- ✓ **ONLY** pay commission for completed sales - it's a win-win channel



IN THIS EBOOK

- »» What is affiliate marketing & how does it work?
- »» Is affiliate marketing right for me?
- »» Meet the affiliates
- »» Getting started & joining an affiliate network
- »» “Hello, we’re Webgains”

WHAT IS AFFILIATE MARKETING?



WHY THE AFFILIATE CHANNEL?

✓ The **affiliate channel is worth ≈\$20bn globally**, doubled by 2031.

Source: [Astute Analytica - Affiliate Marketing Report 2023](#)

✓ The affiliate channel equates to **18% of total digital sales** but **only 9% of digital spend**. This underlines how **cost-effective** it is compared to other channels.

Source: [Influencer Marketing Hub - The State of Affiliate Marketing: Benchmark Report \(2023\)](#)

✓ **Over 80% of brands** use affiliate marketing.

Source: [We can track - Affiliate Marketing Industry Statistics](#)

✓ In 2023 **for every £1 spent** on affiliate marketing by retailers **returned an average of £12.40**.

Source: [APMA](#)

✓ Last year affiliates helped sell **12 billion of products** for British brands (2023).

Source: [APMA](#)

WHAT IS AFFILIATE MARKETING?

You may have dabbled in affiliate marketing before or be completely new to this fantastic channel. Either way, this short guide is designed to introduce you to this **powerful form of marketing** and point you in the right direction to growing your online sales through some **super-effective partnerships**.

Most importantly, **affiliate marketing is performance-based**. This means that retailers (also known as advertisers in affiliate marketing lingo) reward their affiliate partners for driving sales on their website. Retailers then, are **paying only for results**. When other channels, like PPC, are asking retailers to pay upfront with nothing to show for it yet, that is **pretty amazing** isn't it?

Rewards from retailers typically take the form of commission payments that are a set % of the sale in question.

Now then, **let's learn a little more** about how this all works...

HOW DOES AFFILIATE MARKETING WORK?



We touched on some affiliate marketing terminology on the previous page. However, to better understand the full affiliate process, we should introduce all the main players - including you! Once that is done, we'll demonstrate how you will all work together in the ultimate win-win-win-win cycle that is affiliate marketing.

THE MAIN PLAYERS IN AFFILIATE MARKETING



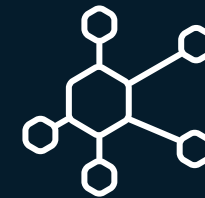
The Advertiser

Also known as retailer, merchant or brand. This is the business that wants to improve their sales performance and attract more visitors.



The Publisher

Also known as the affiliate. This is the website, publishing platform or influencer who will create content and market the brand's products.



The Network

The platform that connects advertisers with publishers. The network provides tracking, reporting, access to publishers, payment management, strategic account management, admin support and a range of other services.



The Consumer

A person who purchases goods and services for personal use.

WHAT IS AFFILIATE MARKETING?



HOW DO THEY ALL WORK TOGETHER?

1 Patrice wants to make some money from her blog.

2 Adam wants to get more business.

3 Patrice and Adam join the same affiliate network.

4 Patrice adds a banner to her blog that shows one of Adam's products.

5 Carol, reads Patrice's blog and sees the banner. Carol clicks on the ad and buys Adam's product.

6 Adam sells a product and Patrice gets rewarded commission. Win – win situation.



Advertiser / Brand / Retailer

Adam, the brand owner



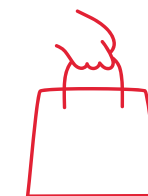
Publisher / Affiliate

Patrice, a fashion blogger



Network

An affiliate network e.g. Webgains



Consumer

Carol, the online shopper



IS AFFILIATE MARKETING RIGHT FOR ME?

If you have or are about to launch a webstore selling products or services, and are looking to maximise your traffic and sales, affiliate marketing may well be your ideal solution. Here then, are our top criteria for you to find out if affiliate marketing might be right for you.

Do you check all or any of these boxes?

- ☐ You're looking to drive **more sales and revenue** for your e-commerce store
- ☐ You're willing to **reward affiliate partners** for sales they bring you
- ☐ You want a **low risk approach** to growth with huge ROI potential
- ☐ You want to reach **new audiences online** and/or retain your existing ones
- ☐ You want to **increase conversions** for your site and **reduce cart abandonment**
- ☐ You want the very best **marketing specialists to promote your brand** and products via their specialist channels, from **influencers** on TikTok to paid search experts
- ☐ You're ready to invest in a **long-term strategy**, building relationships that deliver in a big way

MEET THE AFFILIATES



WHATEVER YOUR GOAL OR CHALLENGE, THERE'S AN AFFILIATE TO HELP

"There's an affiliate for everything' - this is something our team say all the time when introducing retailers to the affiliate channel. Whatever your brand goals, you'll achieve them through affiliate partnerships. Here are just a few great examples...

Boost your website traffic



REDBRAIN



TopCashback



INCUBETA



Increase your average order value



UpSellit

intent.ly



MyVoucherCodes
MORE MONEY IN YOUR WALLET



Maximise your store conversions



envolve
tech



INCREASINGLY



Unlock new & loyal audiences



gocertify



BLUE LIGHT CARD™



Tyviso



Enhance your brand's reputation



metapic



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PRICE COMPARISON, EMAIL, CASHBACK, VOUCHER

So we know that there is an array of affiliates that can help you, no matter what you want to achieve but in the affiliate channel, these companies will typically be referred to in specific categories. Here are what we consider to be the main ones you need to know about.



PRICE COMPARISON

Websites or tools that allow users to compare prices of products across different retailers, providing affiliate links to the best deals, thus driving informed purchases. [Learn more](#)



EMAIL

Use targeted email marketing campaigns to promote products or services, often to a segmented subscriber list, driving traffic and sales through personalised offers and recommendations. [Example: MoneySavingExpert](#)



CASHBACK

Provide a portion of the purchase price back to the consumer as an incentive for buying through their affiliate links, which encourages repeat purchases and customer loyalty. [Learn more](#)



VOUCHER

Focus on sharing promotional codes, discounts, and deals through their websites or apps, attracting bargain hunters looking for the best prices. [Learn more](#)

SOCIAL MEDIA, CONTENT, TECHNOLOGY, CLOSED GROUP

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SOCIAL MEDIA

Connects brands with influential social media accounts with large followings on platforms like Instagram, TikTok, and YouTube who promote products and services through posts, stories, and videos. [Learn more](#)



CONTENT

Creates high-quality content that includes affiliate links or promotional codes to drive traffic and sales to a merchant's products or services. [Learn more](#)



TECHNOLOGY

Technological solutions, such as chatbots, analytics tools, or cart abandonment recovery systems, which can be integrated into a webstore to improve conversions and boost average order values. [Example: intent.ly](#)



CLOSED GROUP

Operate within exclusive groups, such as employee benefit programs or closed communities, offering special deals or incentives to their members, which can drive bulk sales and loyalty. [Learn more](#)

OUR TOP CONSIDERATIONS

You're now getting familiar with affiliate marketing and you've seen that the solutions are there for your goals and there is plenty of evidence that the channel is super-effective for brands like yours. In order to take the next step, we recommend you read our 3 top considerations so you make the decision the best decision possible.

1

Will you manage affiliate marketing yourself or do you need an agency to help?

If you think you are concerned that you lack the knowledge or resource to succeed in affiliate marketing then you might be better off outsourcing the management of your affiliate program to a specialist. Consider whether an agency's existing relationships, knowledge and skills will be a net benefit to running things in-house yourself.

2

Do you have clear objectives in mind for your affiliate program?

As with any growth strategy, it is essential to know what you are looking to achieve when you set out. For example, are you looking to find customers in a new market? Are you looking to improve your brand's reputation? Are you looking to sell excess stock? Whatever you are trying to achieve, affiliates can help but it is so much better if everyone is aligned from the get go.

3

Do you need to use an affiliate network?

The overwhelming majority use affiliate networks through which to run and grow their affiliate programs. In return for performance-based network fees, brands get a massive range of benefits. These range from access to all of the best affiliate partners, advanced tracking and reporting technologies, payment management, and dedicated training and support. Technically you could go it alone without a network, but the upsides are just too great to ignore!

If you're still interested in transforming your sales with affiliate marketing and agree that going with a network is the best way forwards, it's time for us to introduce ourselves...

YOUR GROWTH = OUR GOAL

Why choose Webgains as your affiliate network partner?

- ✓ Connect with all the best affiliates via our network
- ✓ Service like you won't get anywhere else
- ✓ Leverage our relationships with your future partners
- ✓ International expertise and global reach
- ✓ An intuitive and easy-to-use platform to track all your affiliate-driven sales and so much more
- ✓ Reporting & analytics so you make the right decisions

JOIN WEBGAINS

Webgains is a leading global affiliate marketing networks and the top-rated global affiliate network on Trustpilot.

If you choose to join our affiliate network we can connect you with all of the publishers and affiliate solutions included in the earlier pages of this ebook and 1000's more.

Through our super simple affiliate platform you'll be able to form performance-based partnerships with ease. You'll connect with the affiliates that match your goals and use our powerful reporting and analytics to watch your sales go up...and up...and up some more!

We live and die by our first-class customer support. What you get from Webgains, you simply won't find anywhere else. With multiple service-levels to suit every business and budget, we're ready to make your affiliate marketing strategy a roaring success.

With our expertise, relationships and technology, and your amazing brand and products, there will be no stopping us!

Ready to learn more and to get started with Webgains? Click [here](#) or send us an email to hello@webgains.com and we'll take it from there.



www.webgains.com

The *Service-Fist* Affiliate Marketing Network