

Affiliate Summit Guide to Networking



www.AffiliateSummit.com

What is Networking?

Networking is the act of building alliances. It's not about using the shotgun approach and contacting everybody you know when you are looking for a new job and asking to spread your resume around.

Network is an art, and it's not just about a job search. It's about expanding your business network, and you probably don't even realize you are doing it.

Some examples of networking include attending professional or trade meetings, writing articles for industry newsletters, posting messages on mailing lists or forums, chatting with folks in your line of business, blogging, etc.



Networking at Affiliate Summit 2006 West in Las Vegas

Getting Ready for Affiliate Summit

There are many reasons that attendees want to attend conferences, not the least of which is to learn from the experts and innovators, but most everybody also wants to network.

But getting there is just the first part. It helps to know what people want out of their meetings with you.

So we did the most logical thing... we asked “What information would you like to get from attendees at the Affiliate Summit networking sessions?”

The following are the responses we received from affiliates, merchants, and networks.

Don't forget to [order business cards](#) before leaving for Las Vegas!



What Do Affiliates Want?

“I would like to meet with merchants I haven't met with before, that have products/offerings that fit my site. I don't want to talk to people I have talked to before.”

“Tips, best products, keywords and any information that can help me promote them.”

“Information about their program and their niche.”

“What they sell, quick intro to their program, what they pay, the tools they have available.”

“A clear answer to how we can make money together, as well as VIP commission rates.”

“Tools available to affiliates.”

“Documentation stating best practices.”

“What others are doing with PPC.”

“Ways we can work together, especially any private label or JV or special offers.”

“What promotions/coupons they can offer my shoppers. Incentives or bonuses for higher sales.”

“What are their top 3-5 partners earning each month? What are their conversion rates?”



What Do Merchants Want?

“Meet and learn more about affiliates - what kinds of deals they want, how they want to be communicated with, what makes them tick.”

“What they want from us so we can help them be successful.”

“I enjoyed the networking session offered last year, but it was difficult to determine which participants were affiliates, merchants or networks. It would be nice to identify participants by different colored name tags or something that would quickly tell me if I should be talking to the person in front of me. Once we get that out of the way if the affiliate is not already working with me, I'd like to understand their business model and method for driving traffic to their site. If they only work with flat rate CPA or lead gen merchants we're not going to have much in common since my program is a rev share. Then I would want to know if they already work with any of my competition / what their most popular category is and why they have success with those categories. Finally I'd like to set a time to speak more at one of the cocktail hours about a potential partnership.”

“Ways they promote merchants. How merchants can be on the main webpage.”

“Opportunities for site placement, competitive landscape, their own growth expectations, etc.”

“What do affiliates look for in an affiliate program? What are some non-traditional ideas for growing our program? Is EPC the biggest factor when affiliates select which programs to join? How much should we be offering in commission? What kind of incentives have worked?”

1. How often do affiliates want to receive communications from merchants?
2. How would they like receive them? (newsletter, RSS, blog)
3. What is an affiliates greatest incentive for promoting one program over another? (commissions, offers, cash bounty)

“I would like to meet publishers.”

“New, reliable affiliates to do business with.”

“How much volume they can drive?”

“I'm interested in speaking with affiliates about what motivates them to promote a certain advertiser, how they decide which advertisers to sign with, etc. I've heard various things from affiliates, but I'd like to get a clearer picture.”

“Would like to know how the generate sales.”



“Meet new affiliates.”

“Best way to contact them, how should I communicate to them and how often, what can I provide them with to help increase their sales, their contact information.”

“Ways we as advertiser/merchants can work with the affiliates to increase revenue, conversion rates.”

“What can we do to get more exposure on their website?”

“What types of sites they have, do they work directly or only through someone like CJ, are they interested in becoming my affiliate?”

1. Where/How do you receive your traffic?
2. Any plans for new customer focus or do you rely on repeat business?
3. How important are merchant newsletters and do you prefer HTML or text?

“What they need, what they want, and how to attract them.”

“What type of offers are they most looking for. What are their top performing offers?”

“What will it take to get them to promote our program? What are they looking for from affiliate managers? What kinds of promotions can we offer to get them to work harder to promote our programs?”

“How they feel the current PPC costs have affected their ROI. What they are doing to combat these high advertising costs.”



What do Affiliate / Advertising / CPA Networks Want?

“Ideas on what works best and what tools they are using.”

“What is the most important thing to them for signing up for programs?”

“What types of offers the affiliate runs? If they are interested in joining our network and running our offers?”

“I would like to learn what affiliates are looking for, and what factors influence their decisions to work with one network over another?”

“What they look for in a network. Which incentives actually work? What is the biggest failure of affiliate networks today? What can networks do to help them become more successful?”



Network Before, During and After Affiliate Summit

There have been lots of suggestions about how Affiliate Summit can enrich the conference experience for the attendees. One thing requested repeatedly has been a social network.

After working on specs and looking at potential vendors, the Affiliate Summit Social Network is open for business.

The purpose of this social network is to enable Affiliate Summit attendees to make connections with industry colleagues before, during and after the Affiliate Summit shows.

We've set it up so you can find folks to network with in a number of ways, including segmentation by industry role (affiliate, merchant, network, etc.), zip code, country, employer(s) and school(s) attended.

Other features include private and instant messaging, message boards, shared bookmarks and journals, industry groups, events, and free classifieds for relevant services and job openings.

The Affiliate Summit Social Network is available as a value add to Affiliate Summit attendees. Please do not apply to the network if you are not going to be attending the upcoming conference in Las Vegas (January 21-23, 2007).

Visit <http://network.affiliatesummit.com/> to join the Affiliate Summit Social Network.



Got Questions?

If you have any questions regarding conference registrations or hotel rooms, contact us our staff at registration@affiliatesummit.com or 866-483-0167

If you have any other questions, feel free to contact:

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