

Transcript of:

042 Affiliate Marketing: How to Drive Full Prices Sales with Ami Spencer from Webgains



[00:00:01.590] - Intro

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits.

[00:00:10.380] - Chloe Thomas

Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you've come to the right place. I'm Chloe Thomas, the host of this marketing-focused podcast, and it's very, very cool to have you tuning in.

[00:00:24.160] - Chloe Thomas

In today's episode, I'm talking to Amy about driving full-price sales because this month is all about Affiliate marketing. And I know the assumption or fear that many of you have that Affiliates can only drive discount-loving, poor quality customers, and that's a reason why a lot of you don't do Affiliates or don't invest more.

[00:00:44.550] - Chloe Thomas

Well in today's episode, we're tackling that head-on. Amy is sharing a whole host of tips about how to increase the number of Affiliates you've got driving full price sales, how to get them driving out, which is perfectly possible to do and talk about how to get good quality sales out of all your Affiliates, because one of the strategies is to go after the right type of Affiliates, another is to build better relationships with your other Affiliates. And there's some really, really high quality tips coming up for you in this episode.

[00:01:12.240] - Chloe Thomas

We're going to meet Amy in a second. But before we do, please do check out the sponsors

[00:01:18.580] - Chloe Thomas

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[00:01:44.710] - Chloe Thomas

That's [KLAVIYO.com/masterplan](https://klaviyo.com/masterplan).

[00:01:51.040] - Chloe Thomas

Today, I'm chatting with Affiliate marketing expert Amy Spencer. Amy is the chief operations officer at Webgains, the high-performance affiliate marketing network. She's been at Webgains for over four years, helping their international growth by connecting the right publishers and advertisers. Before that, she spent five years at VoucherCloud. So it would be fair to say that Amy really knows her Affiliates marketing. Hello, Amy?

[00:02:17.470] - Amy Spencer

Hi, Chloe.

[00:02:18.220] - Amy Spencer

Thanks so much for having me here today.

[00:02:20.830] - Chloe Thomas

It's great to have you on. Have someone with so much experience on both sides. You know, you've been an Affiliate, essentially, and you work with retailers all the time or advertisers all the time to help them grow. So I'm looking forward to hearing your perspective from both sides, I suppose. But how did you get into Affiliate marketing in the first place?

[00:02:40.900] - Amy Spencer

Well, this came back quite a few years for me as you've pointed out. But I guess I started out by studying business and marketing at the university, and I was always very interested in the mechanics behind consumer behaviour and decisions on how we spend the money that we earn and why we spend the money in that way. And after a few different roles, I then landed in a position at VoucherCloud and the rest is kind of history.

[00:03:14.110] - Amy Spencer

I've been in the industry for over 10 years now and it's been a really amazing journey so far.

[00:03:23.140] - Chloe Thomas

Excellent. Okay. Like a lot of our guests on this show, you found it by accident and now you couldn't bear to leave.

[00:03:29.923] - Amy Spencer

Absolutely

[00:03:31.900] - Chloe Thomas

It's a common theme, with these kind of new marketing methods, is very few of us when we were kids, yes, I want to be an eCommerce marketer because it didn't exist. But now we're all about it. But I digress.

[00:03:44.860] - Chloe Thomas

Now, back in the intro to this episode, I talked about how I come across a lot of people who are reluctant to try affiliate marketing because they think all it's going to get them is low value, terrible repeat purchase, awful quality customers.

[00:04:00.280] - Chloe Thomas

I know that that's not the case. So what would you say to them, Amy? How would you persuade them to give it a go?

[00:04:06.790] - Amy Spencer

Yeah, and I guess that's why I'm here today, is to help dispel the myth that the Affiliates channel is all about discounts and, you know, discounted products. I really want to help share the you know, I really want to help communicate that there's so much value in the channel and it's a very secure and growing industry throughout 2020, throughout the pandemic. It's one of the channels that has significantly grown year on year and it's now worth a huge amount.

[00:04:40.990] - Amy Spencer

In 2019, it's had over five hundred and ten million pounds worth of ads that's been invested in it. So that's the size that we're talking about. There's so much potential for it. There's so much opportunity. And that's what I really want to talk with you and your audience today about is how to get the most out of the channel and its value.

[00:05:05.530] - Chloe Thomas

Because it's a channel which I think often people don't hear about weirdly.

[00:05:10.930] - Chloe Thomas

So I suspect some of our listeners are listening this month going, oh, I didn't know that really even existed. Which is a bit weird, isn't it? It's such a force in many eCommerce businesses. Yeah, it doesn't, it doesn't get a lot of press.

[00:05:24.370] - Amy Spencer

Yeah. And I think that's kind of certainly one of the challenges of the industry. And that's why coming on a podcast like this and talking about the industry and talking about brilliant case studies and success stories is really, really important because we really do need to break that bubble and we need to make sure that marketing directors are aware of the value of the channel and also dispelling some of these myths that some people might have around it not being valuable, always being about voucher and cashback sites that drive a lot of the volume.

[00:05:58.840] - Amy Spencer

And that's not the case. You know, working at Webgains, working across so much data, looking at so many different partnerships, we can see the value of all sorts of different publisher types that actually drive sales for the clients that we have on our network. And it's those relationships and those kind of valuable user journeys that I really want to talk about today.

[00:06:22.550] - Chloe Thomas

Let's start talking full price then. You said about publisher ties, which of course, the Affiliates who are doing the marketing for the retailers who are putting the links up there and driving the traffic. Now, which publisher types are the ones that we should be looking to recruit to our affiliate accounts in order to get full price sales?

[00:06:42.520] - Amy Spencer

We would always advise to have a diverse mix of Affiliates on your programme. And, you know, that's really important to start with that. This conversation isn't about discrediting, voucher sites or sites that actually, you know, promote promotions for advertisers. We do, yeah. We would always encourage a much more diverse mix of Affiliates on an affiliate programme. And actually what we've seen is that all publisher types have the ability to drive full price.

[00:07:14.040] - Amy Spencer

How you engage with them, how you work with them, with your product set and your marketing messages will really help, will help drive a healthier number of full price sales via those partners. When we've done analysis, certainly comparison sites and CFF partners, we have the capability of

driving a large percentage of full-price sales and obviously content sites. And that includes bloggers, influencers, publishers that create kind of fresh content for the partners that they're working with. They also naturally can drive high levels of full-price sales.

[00:07:54.480] - Chloe Thomas

Cool. We're going to get into those different publisher or affiliate types in a moment. But I just want to come back to what you saying about having a diverse set of Affiliates on your account and having a just sorry, guys, I'm going to not saying Affiliates and Amy is going to say publisher, they are the same thing. Okay.

[00:08:12.090] - Chloe Thomas

Otherwise, I'm just going to keep saying both

[00:08:13.140] - Amy Spencer

I'm glad you clarified that, Chloe yeah.

[00:08:15.240] - Chloe Thomas

It's all going to get really tedious. But in my head they're Affiliates in Amy's more correctly, they are publishers. So when we say those words, we're meaning exactly the same thing. Right. We can now both relax, just get on with the point we're actually trying to make, which is not about words.

[00:08:31.290] - Chloe Thomas

So I wanted to go back to the fact you're saying it's as much about having a diverse portfolio and liaising with the Affiliates well.

[00:08:39.240] - Chloe Thomas

As if it's about going, I'm only going to talk to someone who could drive me full-price sales because I think, as I agree, it's this eCommerce game is never about only driving full-price sales. It's about driving the right sales with the right partners.

[00:08:53.460] - Chloe Thomas

So I think we will come back to the messaging piece and managing your Affiliates surely. Gosh, we've got a lot to cover today. But first, you mentioned comparison sites and CSS's. I think we all know what a comparison site is. What does CSS mean?

[00:09:08.140] - Amy Spencer

It's the comparison shopping service. So all CSS providers would have a comparison site. So it is much of the same, but it's accessing different inventory on Google in order to drive those sales. So when you're searching for you are searching for a pair of red shoes on Google, you might not notice this comparison box that pops up within Google search. It's actually a fairly new publisher type and that we've seen generate a lot more revenue in the Affiliates channel over the last couple of years.

[00:09:39.840] - Chloe Thomas

So it's a bit like outsourcing your Google Shopping Campaigns to an affiliate, but you could run it as well as doing your own to increase visibility.

[00:09:50.220] - Amy Spencer

Yeah, absolutely. And the benefit is that it allows you to showcase more of your product inventory. And it's quite an interesting point. And I'm sure we'll talk about it a bit more in this podcast. But it comes back to actually selling products and connecting your products with the customers that are most relevant for those products. And by taking a step back and looking at your Affiliates programme and understanding you know where is the demand for the products that you sell, you'll be able to identify actually where can you sell your products at full price?

[00:10:25.320] - Amy Spencer

And you know, who are the customers that are willing to pay full price for these products?

[00:10:30.990] - Chloe Thomas

Cool, so to take advantage of that type of publisher or Affiliates. The key thing is we've actually provided a product feed.

[00:10:37.890] - Amy Spencer

Absolutely.

[00:10:39.130] - Chloe Thomas

Yeah, because I wanted to make that point because I'm sure there's a lot of people listening who are signed up to an affiliate programme and who've never provided a product feed. And if you've not provided a product feed, there's an entire group of Affiliates of publishers who cannot work for you.

[00:10:57.700] - Amy Spencer

It's so important Chloe, it's one of the biggest bug barriers that I come across those feeds not working and publishers having difficulty with product face. And I would say if you're an advertiser

starting out in the channel and you want to engage with these types of Affiliates, then getting your product feeds in shape is really, really important. You need quality feed so that your publishers can properly work with them is something that we've invested a lot of time at. Webgains is supporting our partners to to make sure that we're optimising the feed.

[00:11:34.740] - Amy Spencer

And, you know, we've seen huge increases, 60 percent year on year increases for the brands that we've worked with that have, you know, made sure that they've got great product feeds that are covering all of the products that they want to sell and that really would help with your full-price strategy, for sure.

[00:11:53.180] - Chloe Thomas

Nice. OK, so there's a really big tip. If you want more full-price sales, make sure you've got a decent product before going in to the Affiliates network.

[00:12:01.010] - Chloe Thomas

OK, then the other one you mentioned is content Affiliates, which is an area I find really fascinating because when I started off in this industry about 20 years ago and was running Affiliates campaigns, you had Affiliates and you had SEO and you had PR and all these things were completely separate. And now it feels like social media in terms of influencers, PR, in terms of Influencer, SEO, in terms of influencers and PR and digital stuff has kind of all merged together.

[00:12:33.360] - Chloe Thomas

And actually you might internally have the same person in your business doing the reach out for PR, for influencers, for content, and for your Affiliates to some extent if you're paying them via commission. So when you say content, can we hear that as Influencer?

[00:12:52.520] - Amy Spencer

Yes, I think content is all about content creators, isn't it? It's about those publishers that are able to place your products in a way that are appealing to customers that they can speak to. So content creators absolutely can help with driving full-price sales. I think it's really important for advertisers to be clear with their focused products, to be clear with the type of audiences they want to reach. And if they do that, then these content partners are likely to be able to create a completely unique content around their products and positioning it in a way where customers are then willing to spend full price for that item.

[00:13:37.490] - Amy Spencer

And I think I don't know if we'll go into more detail on it later on, but certainly understanding data before you look at those types of strategies with the content Affiliates is really, really helpful

because it will allow you to understand kind of where do you have flex where is, where does your product fit in the customers eyes in terms of is it an essential product? How relevant is it for them? All of these things actually feed into the ability to drive full-price sales.

[00:14:09.290] - Amy Spencer

There's also lots of research that's being done at the moment on how users or how customers place value on the products that they buy so and value can mean different things. It doesn't have to mean discounting. It could be that they are getting, they feel like they're getting more for their money. And so, you know, versus what competitors are offering, it's more valuable to them. It could be to do with more of an ethical stance or maybe the products represent something that is socially responsible or more ethical.

[00:14:44.750] - Amy Spencer

And so in which case, consumers are possibly more likely to pay full price. And there's been quite a lot of studies based on this that actually, you know, customers are happy to shift their spending power to items that are full-priced if they're attached to socially responsible causes. So there's lots to think about when you're you're devising your strategy around full-price and especially with these content publishers.

[00:15:13.160] - Amy Spencer

Coming back to your original point, especially with these content publishers who can really help position your product to potential customers.

[00:15:21.980] - Chloe Thomas

Because you are, the thing which we should say with a lot of this Affiliates activity, is in order to get Affiliates advertising your product, nine times out of ten, you've got to go and ask them to do it. So you've kind of got to do a bit of a sales process on them, a bit of a sales pitch on them.

[00:15:37.100] - Chloe Thomas

And so it makes complete sense to me that you need to go back to actually why would the customer buy this? And then who is the Affiliates? Who's the publisher that has the platform, has the voice that fit with our product. And then you do it. There's quite a lot of research involved if we want to do this, these more high-end, I suppose, Affiliates strategies.

[00:15:59.000] - Amy Spencer

Yeah, there is. I think certainly, you know, defining your strategy, defining the products you want to focus on. You know, crunching that data to make sure that it is the right option for you as the brand certainly within the Affiliates channel. There are loads of tools out there to help with that connection piece with with the right publishers. At Webgains, we've designed something called Affiliates

Discovery and that essentially helps connect brands with the right publishers. And obviously, you can tailor that to content publishers if that's what you're focussing on as part of your outreach.

[00:16:34.940] - Amy Spencer

So there are tools available. Some of them are very smart. Affiliates discovery for us with we've kind of built on a lot of data using different algorithms that we've built and it involves machine learning in AI and it really helps take the legwork out of doing that relationship and finding the right publisher.

[00:16:56.190] - Chloe Thomas

That sounds amazing. I seem to recall back when I ran affiliate accounts, it was more a case of Googling for what you were looking for and then hoping and praying they might be an affiliate or would even respond so that I can see exactly how that would save a huge, huge amount of time.

[00:17:11.650] - Chloe Thomas

And then we were talking about, I started drifting into the sales process there. And you were talking about how it's about refining your messaging and your communications. So is part of the path to increasing the amount of higher price sales or full-price sales in your account about building relationships with Affiliates, not just about you know, the splatter gun effect. Will try and get as many as possible, It's more about going deep with the ones who are already doing it.

[00:17:41.190] - Amy Spencer

I think, you know, there are a number of different strategies that you can look at when you're running your Affiliates programme. And like I said at the start, I don't want to kind of take away from having a diverse portfolio of publishers working for you. It is that is important because that builds in resilience into your Affiliates programme. But absolutely, if you've got some strategic partnerships with either, you know, content publishers or, I don't know, a different publisher type that you really want to build with the objective of driving more of that full-price sales.

[00:18:13.930] - Amy Spencer

Yes. Having more of a dialogue and sharing your KPI and sharing your brand messaging to help with that is going to be important.

[00:18:22.710] - Chloe Thomas

It really is thinking of them as a partner rather than thinking of them as Facebook or Google ads.

[00:18:28.620] - Amy Spencer

Yeah, absolutely.

[00:18:30.240] - Chloe Thomas

And you said or we have both said a few times that we should be looking at a diverse portfolio. So whilst we're working on improving or starting our relationship with our content publishers, once we're working on improving or starting our relationship with our CSS and our comparison site, Affiliates or publishers, what other groups should we also would we be crazy not to be targeting as a retailer if we want sales that are good quality for us, not necessarily full price?

[00:19:03.690] - Amy Spencer

I mean, you could still get good quality sales from vouchers and cashback and closed-loop publishers. You know, certainly, like I said at the start, they want to discredit them at all. A lot of these publishers are actually brands in their own right. They have huge amounts of traffic going to their sites. So actually, by associating with them can be very, very positive for brands. If you're looking to drive full-price sales with those types of Affiliates, then you need to possibly look at other added value promotions that you can do that aren't there, so you're discounting.

[00:19:38.310] - Amy Spencer

So whether or not that's free delivery, whether or not that's and gift cards to the promotions that you run, there's all sorts of things that you can look at that actually don't and don't mean that, that sale will be achieved by discounting, but by added value.

[00:19:54.900] - Chloe Thomas

Now, adding gift cards that I've never come across. Please explain.

[00:20:00.000] - Amy Spencer

So there are a couple of companies out there that, you know, that spring to mind that do this and that have had a lot of success in reaching new customers and driving sales. So there's providers like Gift Cloud and WeGift who essentially can create gift card campaigns. It's very more commonly for brands offering subscriptions or maybe slightly higher than the products and services, whether or not it's insurance or, I don't know, mobile phone contracts, that kind of thing, where if you actually purchased with them, then they'll supplement your order with a 20 pound Amazon voucher.

[00:20:43.350] - Amy Spencer

It's another way to incentive, it's an incentive strategy to reach more customers and drive that conversion. But you're not actually discounting your product. So it's a slightly different way to look at it. But it's still. Yeah, so I would say incentive based.

[00:21:00.520] - Chloe Thomas

It's quite cunning.

[00:21:01.110] - Chloe Thomas

So you could do a his, you know, purchase and we'll give you a give you one of our own free five pound gift vouchers which then incentivises their next purchase or them to give it to a friend which which is super cool, now there's one other thing you mentioned, which I'm sure there's people screaming going, Chloë, please ask her what this means, which is closed-loop publishers. Whats a closed-loop publisher, please?

[00:21:26.130] - Amy Spencer

So a good example of the closed-loop publisher would be employee benefits, for example, so that essentially publishers that have access to large customer bases but aren't necessarily publicly available. It could also be loyalty programmes. These types of publishers allow you to tap into really highly engaged customers that you might not be able to target through other channels, essentially.

[00:21:53.900] - Chloe Thomas

Oh, nice. So you've got to be a member to get in there, but it can be hugely, as a consumer, you've got to remember to get in there.

[00:22:00.710] - Chloe Thomas

But for a publisher, for a moment, I'm getting all my words confused now. For a merchant, advertiser, it can be a great publisher to have on board because they've got a huge audience just ready to go

[00:22:16.340] - Amy Spencer

Exactly that!

[00:22:17.100] - Amy Spencer

Yeah, I mean, I can give some examples, though. On the employee benefit side, you've got people like Perkbox and Reward Gateway that they're quite good examples of some of the employee benefits but work internationally as well. So they've got customer bases in different markets. And yeah, they allow you to offer your messaging and promotions to those user base. So that's where you might then introduce if you don't want to discount, if you don't want to, do, you know, a flat discount to encourage conversion, you could actually explore adding in a gift card or a type of promotion that is so incentive-based, but it doesn't discount the product.

[00:22:57.620] - Chloe Thomas

Very Cool. Well Amy, thank you so much. Actually there's clearly so many ways we can go about building our affiliate platforms so that we're getting the right mix of sales and high-quality sales from any type of Affiliates. That's really cool. Well, we're going to pause now for a remind of our sponsors? And then we're going to talk about the whole wide world of affiliate marketing.

[00:23:19.930] - Chloe Thomas

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[00:23:54.850] - Chloe Thomas

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[00:24:06.070] - Chloe Thomas

OK, Amy, so far we've gone deep into full-price sales, now you get to wow us with your insider knowledge about the whole of Affiliate marketing. So for the following questions. Your answer can be anything to do with affiliate marketing, which, of course, does include full-price sales. So, Amy, you ready for these?

[00:24:23.590] - Amy Spencer

Absolutely. Chloe. Hit me with them.

[00:24:25.730] - Chloe Thomas

Okay, let's start with Affiliates marketing newbie advice. If we've inspired someone to take their first step with affiliate marketing, what do they need to know to give themselves the best chance of success?

[00:24:37.660] - Amy Spencer

I would say communicate your objectives of the channel and your campaign with your Affiliate network and also with the publishers that you're working with. This is really important. It is important if, for example, you're wanting to drive more full-price sales or you're wanting to have a particular customer segment, they'll be able to help tailor the types of Affiliates that you work with, all types of publishers that you work and help focus that energy into hitting that objective.

[00:25:09.940] - Amy Spencer

So that's really, really important. So the second thing that I would say about the channel is that it's fantastic for test and learn campaigns. It's very low risk and it's very easy to enter into. So it means that it's a great environment to be able to try new things. The fact that is the CPA model. So a performance-based model also means that it's easier to try a new relationship with publishers and test different campaigns.

[00:25:43.180] - Chloe Thomas

Nice. I like that. I like that idea. Let's use it for our testing. OK, once you've started, of course, you've got to Keep Optimising. So what's your favourite way to improve Affiliate marketing performance?

[00:25:55.570] - Amy Spencer

So I would say once you're up and running and you've got a core group of Affiliates that are driving you sales that you're happy with, you obviously need to look at optimising those relationships. I just talked about testing different things and learning from those campaigns to grow. It's a great growth channel, so you shouldn't have a problem with finding new ways to develop the relationships that you've grown to date. Then, as we've kind of mentioned, diversifying the publishers and expanding your reach is really, really important.

[00:26:31.700] - Amy Spencer

The more types of publishers that you work with, the more data that you build. And as we know, data is key when it comes to optimising the channel. So work with your Affiliates network to use this data and look at are you focussing in the, are you focusing on the right publishers that have access to the right customers and use that to essentially optimise your approach to the Channel.

[00:27:01.550] - Chloe Thomas

Nice! Okay, if someone listening wants to learn more about Affiliate marketing is there one cheap or free resource that you would recommend.

[00:27:09.340] - Amy Spencer

Yes, absolutely. Outside this series that you're hosting on your podcast, I would say that Webgains has a whole host of material that will really help with anyone who's new to the channel or new to or wanting to just develop their knowledge on affiliate marketing. Learning and development is a core part of what we do at Webgains, we created the Webgains Academy, which is essentially a series of online learning tools for anyone in the industry. So they just need to go to [academy.webgains](https://academy.webgains.com).

[00:27:45.790] - Amy Spencer

We also have a very useful e-book that you can download, which is all centred around affiliate growth and you can access that via our website as well.

[00:27:58.660] - Chloe Thomas

Excellent! Lots of useful stuff there for you to get hold of. And I have checked out Webgains Academy myself so I can guarantee you guys it is full of ridiculously useful information to help you improve those affiliate accounts.

[00:28:11.450] - Chloe Thomas

Okay, it is now crystal ball time. What's coming up in the next 6 to 12 months that we should be getting ready for with affiliate marketing?

[00:28:20.050] - Amy Spencer

So I think it would kind of be odd to go through this podcast without mentioning the pandemic and the impact that that's having on the channel. And you know certainly over the last 12 months, we've seen that some of the positive side in terms of the investment and growth into the channel, which is good. But on the flip side, we've seen our high streets really, really struggle. And, you know, lots in the news about long-standing retailers suddenly closing their doors.

[00:28:48.340] - Amy Spencer

And this will have an impact on the channel. So I think where we're going to see more start-ups coming into the channel, more businesses that are offering products that they can sell via publishers, I hope we're going to see more partners join certainly on the publisher side, I expect to continue to see innovations. That it's one of the value propositions of the channel is that publishers are able to innovate and offer new ways to target customers really easily.

[00:29:22.970] - Amy Spencer

And, you know, advertisers are available to reap the benefits of that. So I think we're certainly going to see developments on that side of things in the next six to 12 months. I think that we will continue to see an emphasis on ethical shopping and social responsibility and, you know, customers placing more emphasis on how do they get their product without it being in bounds of plastic. How do they work with appetizers? They are actually conscious of this.

[00:29:54.050] - Amy Spencer

And, you know, who are the publishers that are promoting it and making it easy to find these brands. I think they're some of the themes that we're going to be seeing in the next 6 to 12 months.

[00:30:04.710] - Chloe Thomas

Very cool. Okay, thank you for that extra insight. I mean, that was brilliant. Look, we are nearly at the end of the show, so could you please let the listeners know where they can find you and your business on the Web and social media, please?

[00:30:15.980] - Amy Spencer

Yes, absolutely. If you are new to affiliate marketing and you're interested in setting up a programme with us, or if you're a publisher and you want more support, you can go to [Webgains.com](https://webgains.com). That has lots of information on how to get access to the right teams and how to start your programme. We've got 15 years of expertise in the channel. We're an international company. So if you're looking to roll out your programme in multiple markets, we can certainly help with that.

[00:30:47.990] - Amy Spencer

We've got fantastic teams that are based around the world that are focused on driving high performance within the channel. So we're certainly the network. If you're looking to grow and develop and you want to have some fun work with them very kind of creative, ambitious, smart people within the channels.

[00:31:06.950] - Chloe Thomas

Excellent. Well, there you go, everyone. That's how to get hold of Webgains and how to get hold of Amy.

[00:31:11.060] - Chloe Thomas

Well, thank you, Amy, so much for being on the podcast today. It's been very cool talking about how we can find the right Affiliates and drive the right traffic with the affiliate marketing channel. So thank you for coming on and sharing so many great tips with us. It's been brilliant.

[00:31:25.220] - Amy Spencer

Great. Thank you so much Chloe. It's been great to speak.

[00:31:29.530] - Chloe Thomas

So there you have it, how to drive high-quality sales, which will in part be full price from your Affiliates marketing activity, and it's a mixture of encouraging the right types of Affiliates to come on board with you by identifying them and working with them to help them promote you, giving them the information they need to see you're a good fit and building those relationships. And then it's about building those relationships with all your Affiliates. So as they understand what you're trying to achieve and you work with them to work out how to do it.

[00:32:02.110] - Chloe Thomas

And also of course, many of you will know my mantra, which is a promotion exists to get the customer to do what you want them to do as cheaply as possible. So a lot of it is about sculpting those offers to get the results that you and whoever your Affiliates want, but also not giving away too much in the process. You can get the links to everything we discussed, including the Webgains Academy and that ebook, together with the full transcript to the episode, various notes and much more at [Keepoptimising.com](https://keepoptimising.com).

[00:32:33.200] - Chloe Thomas

And as you should know by now, as part of my mission to help you improve your marketing, I've invited all of our affiliate marketing specialists to join us for a Q&A webinar at the end of the month. That is going to be your chance to get your questions answered. So go and get yourself registered for the webinar via keepoptimising.com. Just click on the Q&A webinar and you will find out how to sign up.

[00:32:59.260] - Chloe Thomas

Thank you so much for tuning in to this episode of the Keep Optimising podcast.

[00:33:03.190] - Chloe Thomas

If you found this interesting and has inspired you to get back into Affiliates or to get started, then do check out the rest of our affiliate marketing month. That's the episode before this one and the two episodes after this one, because together they're going to give you a really good master class to get stuck in to doing Affiliates right. And if you know of anyone else who's busy trying to improve or trying to start their Affiliates marketing activity, then do tell them about the show because I create it to help as many of you as possible.

[00:33:34.900] - Chloe Thomas

So the more people you tell, the more people we can help. It's as simple as that. Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:33:47.390] - Outro

Access everything Keep Optimising at keepoptimising.com, that's with an S, not a Z.