

Transcript of:

043 Affiliate Marketing: How to find new Affiliates with Chris Tradgett from Publisher Discovery



[00:00:01.600] - Intro

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

[00:00:10.270] - Chloe Thomas

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

[00:00:25.450] - Chloe Thomas

Last time we talked about the types of Affiliates you can use to drive full-price sales, how to communicate with them, and the type of promotions to put together. This time we are getting into how you actually find Affiliates to work with, because just putting live in Affiliates account on a network doesn't necessarily bring you a whole load of people who are ready to drive you traffic and sales.

[00:00:48.970] - Chloe Thomas

So in today's episode, we are getting into how you find Affiliates and our guest runs a company who are all about helping you find Affiliates and making that process easier. We are talking in this episode about how you use his software. We're also going into multiple other ways you can go about finding Affiliates.

[00:01:07.600] - Chloe Thomas

And we'll talk quite a bit about the way it can pay off to have an integrated approach with your SEO team, with your PR team, with your Influencer team and how all that comes together. There's a lot we're covering here, lots and loads. Some amazing advice in the Insider tips around at the end too. We're just about to meet today's guest. But before we do, please do check out the sponsors.

[00:01:32.550] - Chloe Thomas

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[00:01:39.780] - Chloe Thomas

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[00:02:05.600] - Chloe Thomas

Today, I'm chatting with Affiliates marketing expert Chris Tradgett. Chris is the CMO of Publisher Discovery and has been in the Affiliates industry for over 20 years, including being part of the team that launched the Buy.at network. He's also on the PMA board of directors and is a highly respected voice in the industry, always trying to find ways to help retailers improve their Affiliates marketing performance. It is an absolute pleasure to have him here on the show. Hello, Chris.

[00:02:35.720] - Chris Tradgett

Hello, Chloe. Thanks for having me.

[00:02:38.210] - Chloe Thomas

It's great to have you here. I think between us, we've been plotting getting you on a podcast for two or three years now, so it's good to finally make it happen. Indeed, yes.

[00:02:48.460] - Chris Tradgett

Indeed, yes. And it's from one of those strange events. What's a live Affiliates event? I think something like that.

[00:02:54.780] - Chris Tradgett

Yeah, they don't have that for a year.

[00:02:57.560] - Chloe Thomas

It was one of the ones next to the Thames, wasn't it? Yeah, that's what I remember. Yeah. Quite a while back now and then how, let's go back even further. How did you end up in Affiliates marketing?

[00:03:09.470] - Chris Tradgett

Well I suppose of course it was by accident more than anything. Back in the 90s, I was working with a design agency that worked mostly for people like Procter and Gamble and stuff like that. And they wanted a website or Web page for that Pringle's loudest krunch. So we put that together, realised it wasn't that difficult we can make an absolute fortune making websites. So I got involved in the website of things and selling websites. Um, for one of the projects for, I think it was GE, or a part of GE, I needed some heavyweight data stuff doing, was introduced to a chap called Dr Steve Brown, who I met on a roundabout in Egham in Surrey, went to the meeting, got the contract very nice.

[00:03:57.170] - Chris Tradgett

A while after that I discovered that Steve was running this affiliate, which was all about using kind of linking for raising money for charities, which ended up as affiliate.com, which ended up buy.at, which was one of the early networks. About the same, started about the same time as I went. And I ended up through a quirk of fate, contacting Steve's office, saying, I'm interested to know a bit more and ended up working there.

[00:04:25.850] - Chris Tradgett

So I was one of the first four people. And I think at the end of my first week I spent I was on my own in an office in the pink line in Newcastle, realising that it's not all it was cracked up to be.

[00:04:39.650] - Chris Tradgett

It's not quite the glamorous place, but there you go, rolling forwards.

[00:04:42.920] - Chris Tradgett

Several years later, we sold buy.at to AOL for not inconsiderable sum, which is thank you very much, AOL.

[00:04:52.070] - Chris Tradgett

And that ended up morphing into a big chunk of what ended up as AWIN. I think most of the big clients I'd won at buy.at ended up as AWIN clients, people like John Lewis, Marks and Spencer, most of the mobile phone networks, quite a lot of gambling stuff. So this huge Sky TV is not another big client I won so yeah. After that, I spent a year and a half growing a programme in the Web hosting sector. So with clients, I see how hard it was.

[00:05:20.870] - Chris Tradgett

And my experience kind of looking for partners for buy.at and then growing a programme really taught me that actually finding Affiliates is damned hard. So that's kind of where, that's was my kind of baptism of more fire than I'd wished for actually doing it at the sharp end for a client.

[00:05:44.090] - Chloe Thomas

Is that finding it so hard to like? Actually, what the world doesn't need now is another affiliates network. What it needs is a way to find Affiliates.

[00:05:52.850] - Chris Tradgett

Yeah, I suppose so, yeah. I mean, we talked briefly after buyout, but I didn't really want to go back into the tracking side of things. It was very busy. I went and grown hugely. Some, like DGM, had gone to the wall. C.J was strong, Tradedoubler was strong and there was quite a lot happening in Affiliates. So I wanted to get a bit of experience landside anyway. So I did that. But it was, that's the thing which actually made me think actually this is tough stuff.

[00:06:22.760] - Chris Tradgett

And so I did a bit more consultancy after that. But while I was doing that, it's an easy space web hosting. I got another phone call from Dr. Steve Brown, strangely enough, and ended up working for him at a company called Link desk, which is SEO consultants and SEO platform.

[00:06:44.920] - Chris Tradgett

Having worked there selling to SEO agencies, I realised actually with this platform we could find Affiliates. So that was the first iteration of Publisher Discovery that was part of Link desk. We created Link desks, Publisher Discovery, monstrously SEO-based tool. You had to know which network you were indexing and you had to know which program ID number. So test goes on trade W as P equals 898 and yeah, but suspension's was 1402 on AWIN.

[00:07:16.270] - Chris Tradgett

Yeah. I'm geekiest that I know all that stuff. So you had to know that. So it was massively manual not massively scalable, but we had some very big clients around the world like Apple, C.J and a few others.

[00:07:31.570] - Chloe Thomas

So you had enough there to sell it to a few people to fund the development and to prove that it worked as a way of finding Affiliates.

[00:07:40.360] - Chris Tradgett

Exactly yeah. And it was, it was about not just looking for links, which when I started way back, was with buy.at and then was Easyspace. It was looking for basically mining your keywords in Google and search engines, trying to find websites that ranked for it because they would have traffic for it. And therefore if they got keywords, then it's worth your while trying to piggyback them, give them a bit of money for their traffic. And but yeah, it's actually kind of working out the linkages and who's thinking to who makes it much easier.

[00:08:16.480] - Chris Tradgett

So had I been at Easyspace still and had that list from Link Desk Publisher Discovery as it was, of all the one on one Internet or GoDaddy Affiliates because we knew they were linking via an affiliate network that would have made life easy.

[00:08:30.670] - Chris Tradgett

So that's the kind of, that was the fire in the belly which made it really worthwhile pursuing hard.

[00:08:36.700] - Chloe Thomas

Because it's, it is one of those things that it's quite hard to find Affiliates simply because websites don't tend to have a flag on them that says, yes, I'm an affiliate as you go around them. So you can. You can and I've certainly done it and had teams that have done it. Is you can spend a lot of time contacting sites, but it ends up being a hand over to the SEO team or hand over to the Influencer team.

[00:09:01.000] - Chloe Thomas

And it's not technically Affiliates ends up being a lot of kind of duplicated activity.

[00:09:05.110] - Chris Tradgett

There is. And I think that's a mix of things. In part, it's a lack of understanding amongst most marketing people, CMO's, whatever. They think Affiliates is some kind of special sauce, in reality, it's somebody with a website. And there are if you think of it as a long greyscale from one end, you got Kardashian and got Squalene, just mentioning somebody's brand name right through to the other end where they're kind of doing hardcore lead gen, using email lists of seven million plus to try and get 0.001% response.

[00:09:41.200] - Chris Tradgett

It's a huge, huge, long grey scale. And so even back in 2003 for the big Affiliates back in those days, things like ShopperUK.com and I'm trying to think of some of the other names, em Greasy Palm. To actually get featured on their page. You'll have to pay a tenancy fee to be above the fold on the first

front page for a client. So clients back then were paying basically Influencer fees for volumes. So yeah, it's nothing new.

[00:10:12.740] - Chris Tradgett

The fact that the word Influencer has been panned around, it makes sense in some sectors. Fashion certainly, technology certainly as well, because somebody reviewing who is influential can have a big effect on the brand.

[00:10:26.800] - Chris Tradgett

So, yeah, you've got those kind of fees, fixed fees, and you've got the Affiliates stuff, which is totally or almost totally performance driven. But then you've got kind of Affiliates as a term is also then banded around and lead generation. So you get Lead Gen Affiliates, but then you also have these multi-level marketers, are also going to jump on the Affiliate name bandwagon. And there's all sorts of crap happening, particularly in the US market and Israeli market, I would say, and Russia certainly.

[00:10:57.700] - Chris Tradgett

But everything happens in Russia. So, yeah, just Affiliate as a term is misunderstood massively. So if you think of affiliate marketing or partner marketing, performance marketing, they're all the same thing. But all it is, is describing a model, not a channel. And the problem is most marketing people still think, oh, that's a channel and SEO is a channel. You'll find some of the best SEOs are the people on your Affiliates programme is they're actually outranking new fields, main keywords.

[00:11:27.160] - Chris Tradgett

So actually thinking in terms of Affiliates as being a payment model which runs across all channels, including paid search and everything else. That way you can run a really integrated marketing team was very, very good and damn actually works. And your attribution works then because you're understanding where things are happening.

[00:11:44.430] - Chris Tradgett

Where the touch points, going through the funnel for your customers are. Sorry I'll end my rant, but.

[00:11:52.500] - Chloe Thomas

Now you did. You raised a number of interesting points there because I think it is one of those challenges at the moment is we end up inside an eCommerce business thinking in terms of that's the SEO team, that's the Affiliates team, that's the Influencer team. Maybe that's the partner team. And I can just imagine if you keep them siloed like that, each of them are identifying amazing prospects for the other one, but jettisoning them into the ether because they don't tick the right box for what that person is looking for.

[00:12:25.980] - Chloe Thomas

So I think that integrated approach is absolutely key. So I'm going to rephrase the next question I was going to ask of you, Chris, to kind of take into account that integrated nature. I think let's have the integrated as a given as we go through the rest of our chat.

[00:12:39.990] - Chloe Thomas

How if you were working client side right now, would you start to approach the challenge of finding Affiliates to promote your products?

[00:12:52.690] - Chris Tradgett

I would probably think in terms of audiences, and I think that's the start point of anything, so what you can get with different, looking at different models of payment is you get different people's motivations in the publishing, the different publishers with different motivations and the Influencer and the review ones are about their content, whereas the guys on the Lead Gen are all about just a number of stores on the doors making a buck.

[00:13:23.860] - Chris Tradgett

And it's about looking at the way your audiences are being communicated to. So you need to think about what messaging you're going to be putting through and Influencer for your product, your widget, or if you just want to shift a lot of widgets. I would probably separate out via a Legion guy. Just to hit your monthly numbers and let him slam his millions of email addresses and get the one percent response or less. So I actually think about that, think about the audiences that are overlapping as well.

[00:13:56.570] - Chris Tradgett

So if you're looking for people about, if you've got a set of keywords are important and so was Web posting, you've got things like start a new website which is more aimed at the kind of the blog, a new eCommerce business. But then you've also got the experts such as talking about see panel and, you know, kind of secure socket layers and all those kinds of things. So they're totally two different audiences, both of whom can buy your product and actually think about looking at those audiences and how you deal with them.

[00:14:28.450] - Chris Tradgett

It's all about messaging.

[00:14:30.280] - Chloe Thomas

So first off, we should work out. How are we going after the voucher code affiliates, we going about content Affiliates, we're going about the big volume Affiliates like the email guys?.

[00:14:40.740] - Chloe Thomas

And then once we've worked out which one we want and the message we're going to put to them, do we start with using the Affiliates network, the software we're using to run the programme, is that a good place to start when we're hunting down Affiliates?

[00:14:54.400] - Chris Tradgett

Yeah. So if you got your programme set up, most networks nowadays have an internal recruitment system. So Share A Sale does, AWIN does, C.J and quite a lot of others. So it's very simple to search for somebody that suits you on Link Connector for instance, we have (and Affiliate Future, they use our tools, in fact, for their internal recruiting). But most of them have something similar where you can look for in the Affiliates on the network that match your brand and what you're doing.

[00:15:27.580] - Chris Tradgett

And you can just reach out to them because, you know, they're already promoting one of your competitors potentially, or they have the same kind of audience. So it's very, very simple.

[00:15:37.180] - Chloe Thomas

Gosh, it's probably been six years, at least since I last ran an Affiliates campaign. So back then, we would quite often post a client's details on an Affiliates board so people could find us theoretically and come and join us, or we'd kind of post announcements on the network. Has it now gone more to a kind of a cold reach out process rather than we're here, come and join us, kind of side of things?

[00:16:06.760] - Chris Tradgett

There's less of the there's no A4U as was, you know, or there was also the US one as well, which I haven't been on for so long.

[00:16:18.340] - Chris Tradgett

I've forgotten the name of it, but there were online forums which were so the A4U forum was big in the UK back in ten years plus ago. And if you had a new product or if you had new voucher code, you'd post on there. Nowadays, probably I would do something like I'd post them in one of the LinkedIn groups or the Facebook group such as Affiliates Cockpit, which means that you can share information about your programme, etc. There's also odd things.

[00:16:49.370] - Chris Tradgett

There's a slack channel for UK Affiliates as well. And there's also now kind of things kind of on all sorts of the clubhouse, for instance, those Affiliates events as well going on so you can join affiliate events in the clubhouse. So it's far more fragmented. But I think probably if you were announcing one of the things I encouraged Affiliate managers to do is to set up a specific Twitter handle for that brand, not as the brand. So if I was Easyspace, I would not do Easyspace, as it were.

[00:17:26.680] - Chris Tradgett

I wouldn't post as then. I would have easy space underscore AFs or something like that. So you set up your Affiliates one and all the Affiliates you wanted to reach out to. I would then follow those, follow them, follow them, because they'll get a notification that you're following them and are interested in what they're doing. If they follow you back, you've got a chance for communication. But it also means if they follow you back when you say, oh there's new voucher codes here, great deals.

[00:17:51.760] - Chris Tradgett

Let me know if you want to be involved in this special offer, you know, so you can actually use that as a broadcast technique as well to affiliates you wanted to talk to know.

[00:18:00.670] - Chloe Thomas

So we've got using the network tools, the Facebook and LinkedIn groups that exist in your territory where Affiliates hang out, which is not what I considered, but be kind of blatantly obvious.

[00:18:12.730] - Chloe Thomas

What do you think that's, so bad mark for Chloe there. And then we've got Twitter Affiliates accounts, which I hadn't considered Twitter is a good place, but that makes total sense as well. Is there still a role for Googling and hoping you find some relevant people, especially if you're after the content based ones?

[00:18:31.630] - Chris Tradgett

Yeah, they can be content, particularly if you're running an integrated campaign across several models of working, finding who's working on your keywords.

[00:18:42.530] - Chris Tradgett

That should be a given any way for anyone, any CMO, anyone in marketing. You should know who's squatting on your keywords, who's getting air traffic. So if you're number five, who's four, three, two and one. Who's actually advertising on there as well. So if somebody particularly in Affiliates is advertising for keywords of interest, you need to be talking because they will obviously be having traffic there. They're sending it somewhere. And if it's not to you, you need to find out why.

[00:19:08.380] - Chris Tradgett

So, yeah, that's important. You will find Affiliates use on your keywords, but you'll also find lots of content sites to which actually account for it, particularly if you've got a busy sector, for instance. So the content sites might just be pure influencers and only take seat CPM type advertising, you know, Google ads, etc, etc. They might be interested in programmatic, they might be interested in Affiliates, but you won't know that. I think what we offer in our tool so a quick plug is that all the ones you find in us are Affiliates they know what the model is.

[00:19:48.640] - Chris Tradgett

One thing I found to do in the Google bit was, the easiest place was 70% of the people didn't know what affiliate marketing was or if they did, they thought it was something about multi-level marketing or or porn or whatever it might be, because they didn't understand it 15 year, 10 years ago.

[00:20:07.480] - Chloe Thomas

It can be time consuming to have to explain to everyone what Affiliates are, and it could also you might accidentally dissuade a really exciting Influencer partner by using the Affiliates bit too early, which I guess is one of the reasons why we come back to that integrated approach for certain channels. And but I wanted to come on to what Publisher Discovery actually does, because if we, kind of if we want to accelerate and fast track our success and speed up our efficiency by only looking at lists of Affiliates who we could reach out to, then we have to go and find a tool like yourselves, don't we?

[00:20:46.840] - Chris Tradgett

Yeah, there's not many, only two or three bits and pieces and some people entering the market. I see was launching soon, which is quite good from our perspective. It proves that we've actually hit the right time. So we've come into the market very early, six, seven years ago, regionally and have a very developed tool platform. And you're right, it's finding the Affiliates. What we do is to make it so much easier. Basically, that's what it's about.

[00:21:14.620] - Chris Tradgett

All the heavy lifting is done.

[00:21:16.610] - Chloe Thomas

There's no more entering the right code to get the information up. So you've you've basically created a big pool of Affiliates information so we can kind of use do we use you as a search engine that only looks at Affiliates? Would that be fair?

[00:21:32.470] - Chris Tradgett

Yeah. I mean, if I mean, any of your listeners are more than happy. If they come on and get themselves some day free trial, they can actually kick the tires themselves and try how it works. Basically, what you can come on is you can come into the system, put your vertical in fashion, or there's 80 of them so you pick and pet food or food or software or something will then show the first 10000 from Affiliates we find within your vertical, that will be global out of a pool of about three and a half million Affiliates.

[00:22:07.240] - Chris Tradgett

Currently we see on those sites we see about 2.7 billion links to just over half a million advertisers. So we'll find somebody that's useful for you and you can then filter by country. So country filter is fraught with issues. So you'll find things that don't look obviously like the Polish site on appeal in Polish language. But all its advertisers are Affiliates window for the future. Is because he's talking to Polish people there, so don't discount the stuff you looking up. So yeah, you can find those, you can filter it down, filter that down, saying, okay, only want people with reasonable traffic and good relevance, then you can filter from 10000 down to, you know, a couple of thousand, which keeps you busy for a couple of mornings at least, if not for a couple of weeks.

[00:22:51.550] - Chris Tradgett

You'll see contacts, you'll see which affiliate networks are working with, if that's useful. And we'll also show you what other sites there are connected to that particular affiliate.

[00:23:01.110] - Chris Tradgett

So you get a bit of visibility there and what their Twitter is, what their Instagram, Facebook, LinkedIn, etc. So we try and make it simple to find out all there is to find out in one little panel on our platform. That way you can reach out when you do reach out with an email saying please join our programme. You can say I love your Instagram post about blah blah and lacking your Facebook feed on this particular subject at the moment, it shows you're interested and Affiliates are people.

[00:23:31.890] - Chris Tradgett

So, you know, people like people that are interested in them. It's the old dating scene isn't it?

[00:23:39.410] - Chloe Thomas

It is.

[00:23:39.410] - Chris Tradgett

If you show your interest in, it is exactly! It's about a partnership, a relationship. And Affiliates marketing is still people in relationships. And that's what you must have at the front of mind when you're doing this. OK.

[00:23:52.560] - Chloe Thomas

Yeah. And the best, I guess in inverted commas, the highest margin Affiliates the ones which are going to bring you often the most core customers are the ones you have to build a relationship with because they are the more Influencer type, the more content based, the more of you based Affiliates and it takes work, work to join them. And if you can imagine sending them an email that says, as Chris was just saying, says, I love your Instagram post on this.

[00:24:20.550] - Chloe Thomas

I liked your article on that. And I see we're both on the same Affiliates network so much easier than you sending them something saying would you be interested in working with us for Influencer, SEO, Affiliates or something else? You know, you're so much further down the line of building that relationship. I think it's a really fascinating tool and well worth a look for anyone out there who's looking to grow their Affiliates network. Chris, a question I think we have to ask here is if you are, you know, you're doing your searches via whichever of the many methods we've been talking about.

[00:24:56.550] - Chloe Thomas

And you found someone who is just the most obvious Affiliates link to you. And they've clearly got loads of traffic they could be sending in your direction, but they only work with AWIN and you're on C.J.

[00:25:12.270] - Chloe Thomas

Is it worth joining up with a second affiliate network just to get a specific Affiliates on board? Is that ever worth it? Because as a retailer, it's a lot of extra paperwork and often cost to add a second Affiliates into the mix, a second Affiliates network into the mix.

[00:25:29.850] - Chris Tradgett

Yeah, it's an unlikely scenario nowadays, really, to be honest. There are very few and we see huge overlap. I'm just doing a piece at the moment looking at the three plus million we're looking at and there is massive overlap between networks and many Affiliates are, some Affiliates are on 99 plus networks literally. And I'm just looking at one of the views here and I've got one here linked to 99 networks, the online.com links to everything and links to another one, links to 12.

[00:26:12.730] - Chris Tradgett

Another 15. People tend not to be on a single network. If that does come up, though, then I would say that yeah can be possible. If you are doing that, I would probably go for the AWIN access, the entry level version. So at least you're on the same network. You don't need all the bells and whistles for just one Affiliates. But most Affiliates will happily put that because they can aggregate it in something like affluent.

[00:26:40.560] - Chris Tradgett

They can just plug in all of their affiliate relationships and see all in one dashboard. So it's not too much of an issue. The only thing you need to make sure you're aware of is that you're dealing with attribution of each sale correctly. So you're not doing double counting those kinds of things. Yeah, but that's a network to play with.

[00:27:01.020] - Chloe Thomas

Yeah, that's definitely one of the biggest headworks, had headworks headaches, even running multiple different networks. All this talk has biz frazzled my brain already. Well, Chris, I think now we've gone into a lot of different ways that people can go about attracting those Affiliates and finding them. I think we're going to pause for a reminder of our sponsors and then we're going to talk about the whole world of affiliate marketing.

[00:27:25.600] - Chloe Thomas

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[00:28:00.550] - Chloe Thomas

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[00:28:12.030] - Chloe Thomas

OK, Chris, so far we've gone deep into finding Affiliates. Now you get to wow us with your insider knowledge about the whole of Affiliates marketing. So for the following questions. Your answers can be anything to do with Affiliates marketing, which, of course, does include finding Affiliates. So Chris are you ready for this?

[00:28:30.510] - Chris Tradgett

Go for it.

[00:28:31.950] - Chloe Thomas

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

[00:28:44.970] - Chris Tradgett

I think the main thing is to remember that people you're entering into a relationship and this isn't something you can turn on and switch off, as Marriotts probably found over the past six months when they closed their programme is going to be hard, way back from zero back upwards once hotels are back.

[00:29:02.900] - Chris Tradgett

So, yeah, that people, people have drives and things happening. So yeah deal with people like that. I think that's the key thing. Understand what they're about. Read their blog, read their Twitter before you actually make the reach out and then you'll have something you can talk about and actually kind of engage with.

[00:29:23.250] - Chloe Thomas

I love the fact that every single one of our guests has either in this question or at another point majored in on the fact that Affiliates are humans. This is a form of partnership marketing because it's so, it makes it quite unusual in the numbers based eCommerce marketing method game. You know, normally we're talking Google ads or Facebook ads, but no, you have to be able to connect with humans to make this work. So I love your answer there. Okay, Chris.

[00:29:50.100] - Chloe Thomas

Now, once we've started, of course, you've got to Keep Optimising. So what's your favourite way to improve Affiliates marketing performance?

[00:29:58.290] - Chris Tradgett

Two things I would say. Firstly, if you're finding two, three, four types of Affiliates that are doing good stuff, they're great for your brand and your brand manager loves what you doing with them. They're also great for sales. I would kind of find that sweet spot and iterate upon that. Yep, Keep Optimising those. Look for similar publishers and not necessarily in exactly the same silos. So if you're in pet foods and is doing Pedigree Chumba, whatever it might be, you might find three or four chom Affiliates who love dog food.

[00:30:32.700] - Chris Tradgett

But you might also find somebody who writes really knowledgably about dog leads or places to walk your dog. So think about the same kinds of things there, but then don't ignore underrepresented

sectors in your Affiliates mix. So you will need a time where you want to use coupon codes to get your numbers by the end of the month. So build a relationship with a couple of coupon guys you can trust not to just spank it. So yeah find a sweet spot and just work with it.

[00:31:01.290] - Chloe Thomas

I love that idea about having a voucher code network in your back pocket because, you know, every eCommerce marketer should have something in their back pocket ready to pull out when you need to.

[00:31:12.540] - Chris Tradgett

And everyone always call him Sleèvies when I was working in advertising agency. So I'd have one up your sleeve or services, if you're sure you know, selling advert each week or each month and say, well, we're a bit flawlessness yardstick initially for next month.

[00:31:27.090] - Chris Tradgett

So you'd always have a "sleevy" you can top your numbers up with it.

[00:31:30.570] - Chloe Thomas

I'm totally making that, I'm going to now make a list of slèevies.

[00:31:35.730] - Chloe Thomas

Okay. And I think at the top of that list should be a voucher code site. Yeah, right.

[00:31:42.180] - Chloe Thomas

If someone listening wants to learn more about Affiliates marketing, is there one cheap or free resource you would recommend?

[00:31:49.230] - Chris Tradgett

Stacks of free resources? I would say. Well, there's there's plenty of stuff, stacks of podcasts. I've just done a post, in fact, about podcasts, which include yours on our blog articles. There's quite a few podcasts which are really handy for when you're out for your daily walk or run or whatever it might be. So have a look at our Web page on that one. I would also make sure you read up to it. There's a few blogs.

[00:32:17.550] - Chris Tradgett

There's Jeb commerce. Jamie runs a fantastic blog there. I AM Navigator from Geno Prussakov who's one of the nicest chaps in Affiliates, also probably one of the most active blokes who also runs, I think Lynda.com training sessions is let's have a look at those. If the budget allows for it, I would say also have a look at the blog posts from Acceleration Partners, which is huge and global. It's very active in South-East Asia at the moment. So if you're in Australia market.

[00:32:48.120] - Chris Tradgett

There's a market for you and some very active people out there, so much so that the girl is running. There is a is also involved in the em. The Silverbeet is also involved in the Australian affiliate channel on Facebook. So, yeah, check out that stuff, but also join your, join on Facebook and LinkedIn channels and just listen to what other people are doing.

[00:33:13.000] - Chloe Thomas

I love that there's an excellent list and we will add links to all of that in the show notes for everyone listening.

[00:33:19.000] - Chloe Thomas

And I have to say, I think the the podcast list you guys have put together is particularly fine, because I often find it hard to find decent Affiliates content on Apple podcasts and that because somehow, you know, you get the stuff that's for retailers and the stuff that's for Affiliates and the stuff that's completely irrelevant. So it's really nice to have that list.

[00:33:37.120] - Chris Tradgett

Get rich quick in 15 minutes, that type of thing.

[00:33:39.930] - Chris Tradgett

Most of it is about.

[00:33:42.250] - Chloe Thomas

You get a lot of things you don't actually want to listen to. So the hard work has been done for you with that list.

[00:33:48.940] - Chris Tradgett

And I remember, when you're asking questions on these forums and things, the stupidest question is the one you didn't ask. So nobody minds a newbie asking questions.

[00:33:59.620] - Chloe Thomas

Very true. OK, Chris, it's crystal ball time. What's coming up in the next 6 to 12 months that we should be getting ready for in Affiliates marketing?

[00:34:08.010] - Chris Tradgett

Well, for the past 10 years, Affiliates conferences next year was going to be the year of mobile? Well, that's actually happened now.

[00:34:16.630] - Chris Tradgett

And also next year was going to be the year attribution, and that's close. So I think actually in reality, with so much more maturing of the technologies around tracking, attribution is becoming something that is more doable. I think it's been a nutrition model that years ago people said, oh, I can deal with attribution, but when that's only when Google takes a percentage of its cut rather than taking the entire amount of the PPC. But attribution across Affiliates is important.

[00:34:48.370] - Chris Tradgett

And the guys at the top of the funnel who are kind of giving you the fantastic content, they need a chunk of it as well. So most networks AWIN certainly have, Link Connector have, C.J have. An ability to give attribution of a sale to across that funnel. Have a read of the network blogs, not only exactly how they're doing, it is really fascinating. I would also say this past 12 months has been the year of lots of SME's joining in and starting up an affiliate. Nobody's coming through anyone's doors anymore.

[00:35:20.440] - Chris Tradgett

And so if you can get somebody out there banging the drum for you, then grand. And that's really evidenced in the growth of some of the networks kind of SME hub. Awin have got Awin access, Trade doubler, have got their own entry level, which isn't 5000 a month to join. It's just a simple fee. No kind of 30 percent overrides all that kind of stuff. So a lot more happening, so a lot more SME's. And the other thing is in the agency land, it's been a year so far and he's not stopped yet.

[00:35:55.960] - Chris Tradgett

And I think he'll carry on for the next six months, at least a year of mergers and acquisitions agencies of both agencies. And yeah, it's all going to grow and grow there. So, exciting time, exciting time!

[00:36:09.110] - Chloe Thomas

Excellent. Lots for us to look out for there. So that's good. Chris, we are very nearly at the end of the show, so could you please let us know where they can find you and Publisher Discovery on the Web and social media, please?

[00:36:20.740] - Chris Tradgett

Yeah, social media, we're everywhere on linkedIn, Instagram, which I'm not very good at. So my apologies for that. Facebook and Twitter, we have active channels on all of those websites, PublisherDiscovery.com. I've got about five or six different versions and actually almost find it. If you look for us on the Publisher Discovery or Affiliates discovery, you'll find us on both of those on Google.

[00:36:45.460] - Chris Tradgett

I'm not sure about Baidu. And, you certainly can for Publisher Discovery and on the Russian one, Yandex.

[00:36:53.320] - Chris Tradgett

But yeah, we're all over the place. Have a look at the website that shows you kind of what it does. It's pretty little pictures which move around and show you how the app works as well. Have a look for yourself with the free trial as well.

[00:37:04.480] - Chloe Thomas

And I believe for those who were like have taken the free trial and go, oh, my word, I need this. You've got a special offer for listeners to the podcast.

[00:37:12.670] - Chris Tradgett

Exactly. So if you think first, then those are something you can't do without in your life and you really want to keep digging and Keep Optimising your Affiliate programme, then if you kind of retain the phrase MASTERPLAN in capital letters. So keep hold of that "MASTERPLAN" exactly as on this and you get twenty percent off your subscription for Publisher Discovery for the lifetime of your subscription.

[00:37:38.050] - Chloe Thomas

Lovely. Thank you very much for that Chris. That's greatly appreciated. And thank you for being on the Keep Optimising podcast and being so generous, giving us so much insight to what's going on in the world of Affiliates marketing and how to go about getting the best Affiliates on our account. So thanks for being here.

[00:37:53.890] - Chris Tradgett

Thank you. Absolute pleasure.

[00:37:56.940] - Chloe Thomas

So there you have it, lots of different ways to go about finding Affiliates and a lot that's evolved in the last decade in terms of how to do it. Certainly in the last five years, I suspect as well, I had no idea using a Twitter account was a good way of finding Affiliates. Those network tools have clearly come on a long way from when I last used them. And I think that Publisher Discovery tool, Chris's tool is well worth checking out.

[00:38:22.230] - Chloe Thomas

If you are looking at finding a few more Affiliates for your network, for your account, rather for growing your business. You can get links to everything we discussed, including all those amazing resources that Chris shared. The full transcript of this episode, important notes and more at Keep Optimising.com.

[00:38:41.250] - Chloe Thomas

As part of my mission to help you improve your Affiliates marketing, I've invited all our Affiliates specialists to join us for Q&A webinar at the end of this month.

[00:38:49.920] - Chloe Thomas

That's going to be your chance to get your questions answered. So bring those along. To be there, you need to sign up at KeepOptimising.com and join our webinar.

[00:39:02.220] - Chloe Thomas

Thank you so much for tuning in to this episode of the Keep Optimising podcast and all the other ones I know you're listening to, too. If you've enjoyed this episode, then make sure you check out on our previous one, the last one before this with Amy from Webgains, where we're talking more, even more about what sort of Affiliates to work with, especially if you're looking to maximise margin and full price sales.

[00:39:26.340] - Chloe Thomas

Please do tell your fellow marketers about the show, because I want to help as many marketers as possible to improve the performance of their marketing. Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:39:42.890] - Outro

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