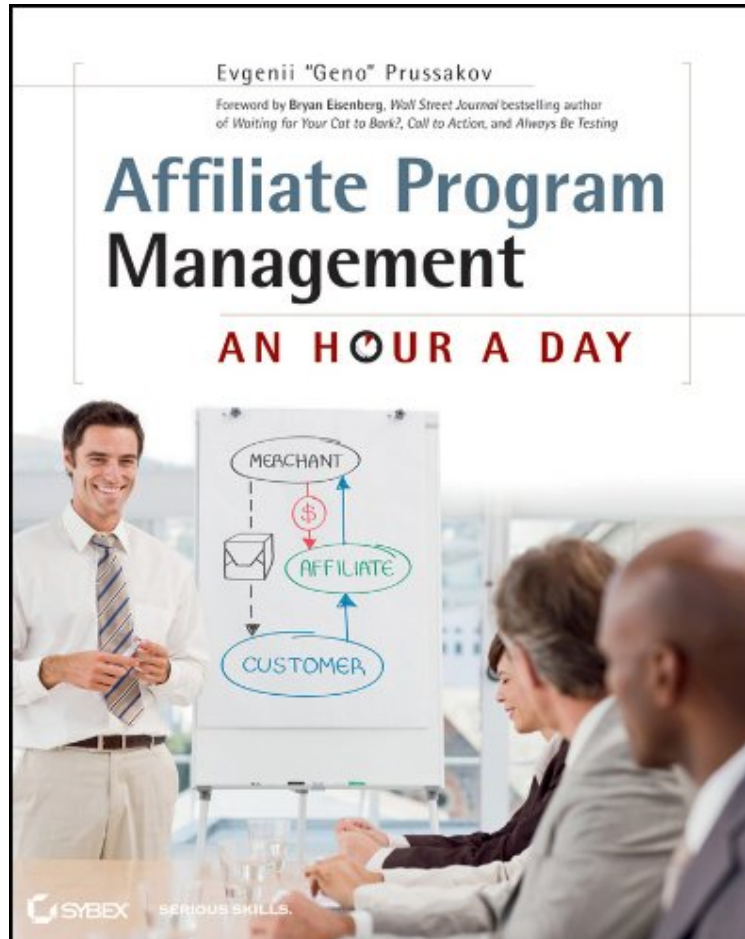


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Affiliate Program Management: An Hour a Day

Evgenii Prussakov

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Evgenii Prussakov : Affiliate Program Management: An Hour a Day before purchasing it in order to gauge whether or not it would be worth my time, and all praised Affiliate Program Management: An Hour a Day:

2 of 2 people found the following review helpful. Detailed, Specific, Comprehensive!!!By goodygirlI am currently an affiliate looking to expand my online efforts to the merchant side and bought this title to bridge gaps in my knowledge base. What I found in Geno Prussakov's book is a comprehensive manual from which to launch a program (or even rehabilitate an unsuccessful one) and then successfully manage it post launch. I use the word "manual" quite purposefully: Mr. Prussakov not only includes examples of specific language for merchants to use in the course of a program launch (including the actual policy wording), but he includes names of vendors that merchants can leverage for the outsourcing of various program functions (like data feeds for example). I found these vendor names to be worth the price of the book alone. Not having to dig for players in any given niche is incredibly helpful. Additionally, one of the most valuable overarching themes in this title is that Mr. Prussakov helps merchants understand the business from the affiliate perspective. He teaches merchants how to work successfully with well-intentioned affiliates and avoid potentially costly missteps arising from the strategies of unethical affiliates attempting to profit from ill-conceived

merchant programs and policies - or even lax program management. And finally, a piece of minutia I found especially helpful from Chapter 4. Mr. Prussakov explains CPA networks or sub-affiliate networks. (different from the Commission Junctions and Share-a-Sales of the world) I did not have a good grasp as to who these vendors are and what exactly they do. Having this sometimes murky business landscape clarified aided me immensely. Bottom line: I pity the merchant that attempts to launch a program without the knowledge in this book. 2 of 2 people found the following review helpful. I really wish I had come across this sooner in my career. By Lakes In my mind, Geno Prussakov is one of the preeminent affiliate marketing thought leaders of our time. "Affiliate Program Management" expertly conveys his mastery of the affiliate space in this comprehensive and easy-to-navigate guide. As someone who's worked in affiliate marketing for over a decade, in multiple roles (including publisher, technology/service provider, author, and global product/program manager of an affiliate program for a Fortune 5), I have great respect for Prussakov's book. As there are typically very few in-depth resources for those of us in the industry, I've often taken the approach of 'tinker with something long enough and you'll figure it out'. This book eliminates all that wasted time and effort. "Affiliate Program Management" is an absolute must-read for anyone contemplating managing an affiliate program; and I would argue that even the most seasoned marketing vets can find value from this book. 3 of 3 people found the following review helpful. Absolutely Brilliant! By Diane Valenti I just finished Geno's Affiliate Program Management book this morning. It blew me away. The book was incredibly thorough. He covers everything you could possibly want to know about affiliate marketing and more. My two favorite chapters were Deadliest Mistakes to Avoid and Affiliate Program Promotion Ideas. Geno shares specific ideas that could benefit beginning and seasoned affiliate program managers alike. I also enjoyed his writing style. He quotes relevant articles, books, and studies to make his point. As a business owner, I found this book invaluable. I now feel confident that I know what I need to know to hire an affiliate program manager to kick off my first program.

Affiliate marketing is hot; here's how to get your program going. Nearly every retailer in the Internet Retailers' Top 500 has an affiliate marketing program. Now free affiliate networks, automation software, and pay-for-performance compensation models are making it easy for small businesses to take advantage of this marketing tool. In the popular An Hour a Day format, this guide features a detailed, real-world, task-based approach to developing, launching, and managing a successful affiliate marketing program. It explores market research, determining payment models and reporting guidelines, recruiting affiliates, crafting appropriate communications, and much more. Affiliate marketing programs help boost marketing efforts without incurring excessive costs; this Hour a Day guide provides everything merchants, business owners, and those charged with managing an affiliate program need to know. Offers a modern, real-world, step-by-step guide to researching, launching, managing, and optimizing a successful affiliate marketing program. Covers social media; creating policies; working with feeds, coupons, widgets, and video; creating compelling content; handling partners who are not meeting goals; and much more. Affiliate Program Management: An Hour a Day is the do-it-yourself guide to planning and maintaining a successful affiliate program.

From the Back Cover Launch, Manage, and Build a Successful Affiliate Marketing Program A Step-by-Step Guide This thorough guide shows you step by step how to research, launch, manage, and grow a successful online affiliate marketing program. Written by an acclaimed expert affiliate manager, this detailed book breaks down intimidating aspects into practical, approachable, day-by-day tasks, covering everything from performing market research and setting up competitive program terms to recruiting affiliates, motivating them to perform, and more. Do crucial pre-launch research on various payment models, your competition, and how best to set up tracking, reporting, and data feeds Set up competitive affiliate program terms Launch the program and recruit affiliates into it Understand the importance of an individualized approach to affiliates, and learn how to market to the marketers Use KPIs, metrics, competitive intelligence, and split testing to optimize performance Avoid the deadliest affiliate management mistakes and such pitfalls as cookie overwriting, trademark violation, and others You'll also find: Essential hints, tips, and techniques for everyone from one-person shops to Fortune 500 companies Twenty-five ready-made affiliate program promotion ideas Real-world case studies that illustrate successes to learn from and mistakes to avoid Praise for Affiliate Program Management: An Hour a Day "Well-written and completely comprehensive, this is a must-read for merchants who want to expand brand awareness and increase sales through affiliate marketing." —Rosalind Gardner, speaker and affiliate marketing consultant, and author of The Super Affiliate Handbook and Make a Fortune Promoting Other People's Stuff Online "It's all here, from what to do and why to do it to exactly how to do it, step by step. This book will ensure you have the knowledge you need to get it done the right way, the first time." —Jim Kukral, ten-year affiliate marketing veteran and author of Attention! This Book Will Make You Money "Geno has clearly been in the affiliate marketing trenches. Not only will you learn everything you need to know, but just as importantly, you'll learn what not to do! This is a must-read." —Scott Allan, VP of Marketing, LinkShare Corporation "This is the best affiliate marketing guide available. No one knows the field like Geno Prussakov." —Anita Campbell, CEO, Small Business Trends "With clear explanations, plentiful real-world examples, and fantastic resource lists, this book is a comprehensive compendium of up-to-date knowledge from a leader in the field."

mdash;Alicia Navarro, cofounder and CEO, SkimlinksAbout the AuthorAward-winning affiliate management expert Evgenii "Geno" Prussakov is founder and president of Affilinomics, an affiliate program management branch of AM Navigator LLC. He has managed affiliate programs and consulted with such top brands as Forbes, Hallmark, Nokia, Warner Music, Skype, Forex Club, and many others. He is a regular contributor to Website Magazine, FeedFront, Revenue Performance, Search Marketing Standard, Visibility Magazine, Search Engine Marketing Journal, and multiple industry blogs. He maintains his own affiliate marketing blog (amnavigator.com/blog/), for which he was named Best Affiliate Blogger in 2010 (Search Social Awards), as well Best Affiliate Marketing Blogger of 2011 (The Affiliate Marketing Awards). He also speaks at key industry trade shows, including Affiliate Summit, a4uexpo, eMetrics Marketing Optimization Summit, PubCon, Internet Marketing Conference, and others.