



PARTNERSHIPS, CO-OPETITION & AFFILIATES



ICMA Conference - Friday 9 May 2010 - Berlin



Topics

1. FairEtail introduction
2. How to use affiliate marketing to generate:
 - Content
 - Traffic
 - Revenue
3. Today's best practices
 - From pure classifieds player to promotional 'venue'
 - Aggregate – Integrate – Distribute – Monetize
4. And what about tomorrow...
 - Looking for the golden egg
 - Video Marketing at your service
5. Q & A



FairEtail

FairEtail introduction

FairEtail Performance-Based Marketing Agency

Our combination of full-service & no-cure no-pay is unique in the Benelux

Truly independent partner for
Performance-based online marketing

Full coverage of all channels for
optimal performance

Full service approach:
From strategy to execution

The FairEtail team consists of experts in
the performance-marketing field

neckermann.com 


belgacom
Partner


**BNP PARIBAS
FORTIS**


Sanoma Magazines
BELGIUM


OPEL


3 SUISSES.nl
La Mode Française

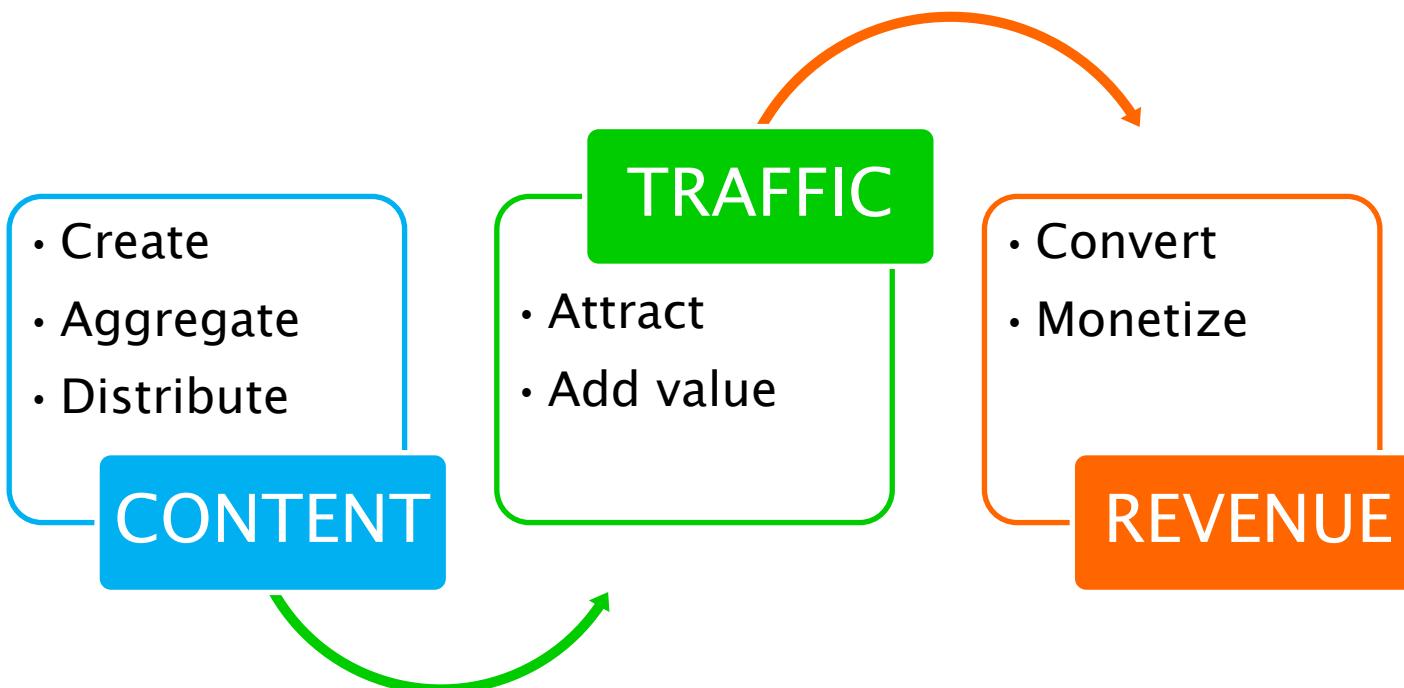

Weight Watchers®


**bon
Prix**

100% Performance-based business model
Our clients only pay for results!



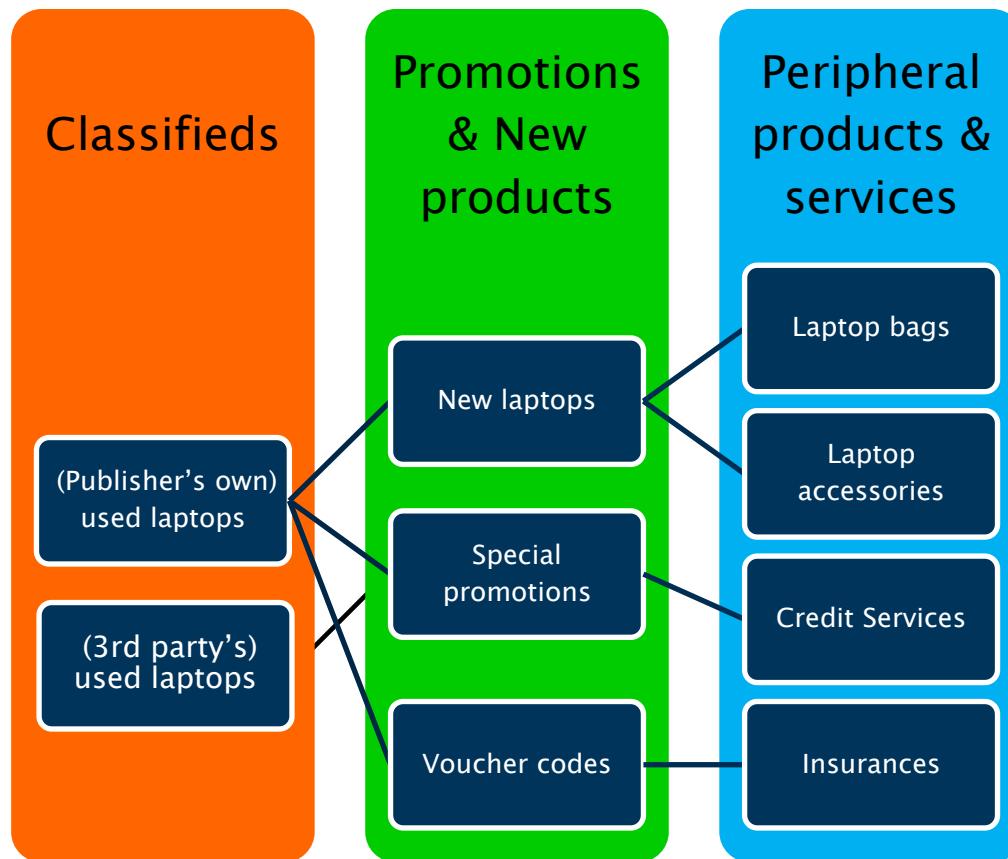
How to use affiliate marketing to generate...





Today's best practices

FROM PURE CLASSIFIEDS TO A PROMOTIONAL VENUE





Today's best practices

AGGREGATE – INTEGRATE – DISTRIBUTE - MONETIZE

You can use affiliate programmes to easily **AGGREGATE & INTEGRATE** content:

1. Check the affiliate networks



...

2. See what useful programs they have and verify their remuneration (CPC/CPS):



SONY

acer

...

3. Grab what you find useful & integrate it:

- product feed for integrating used & new laptops
- promotions & voucher codes
- ...

4. Repeat those steps for the peripheral products & services



Today's best practices

AGGREGATE – INTEGRATE – DISTRIBUTE - MONETIZE

Then turn the scenario around: Use Affiliate Marketing to **DISTRIBUTE** your content

1. Define your objectives:
 - more traffic
 - more free ads
 - more premium ads
 - ...

2. Determine the acquisition cost you are willing to pay (as a Cost of Revenue) and aim for maximum return, balancing attractiveness vs risk
 - per click
 - per free ad placement
 - per premium ad (fixed fee or % commission)
 - ...

3. Choose one or a few affiliate networks or outsource to an agency

4. Give your partners the needed input, manage, optimize & go for long-term
= **MONETIZE**

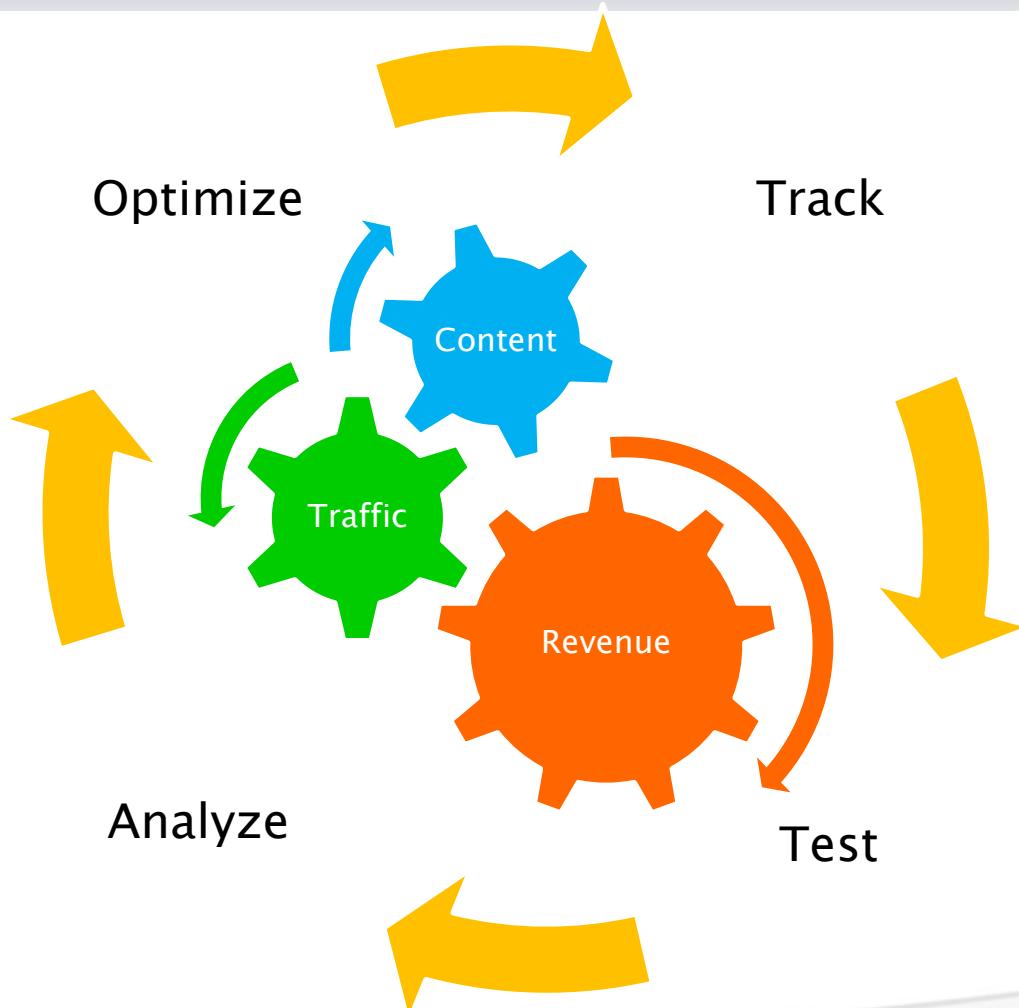
FROM PURE CLASSIFIEDS TO A PROMOTIONAL VENUE

RESULT:

- More Content
- More Traffic
- More Revenue
- Scalable model

PROCESS:

- Track everything
- Test
- Analyse
- Optimize

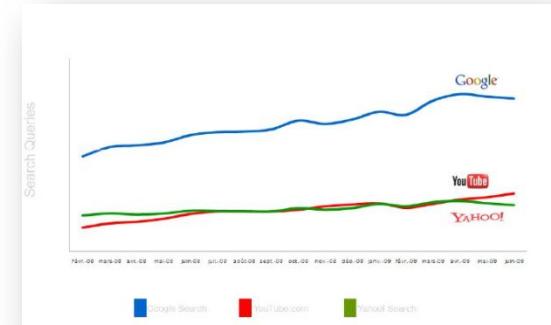




And what about tomorrow...

LOOKING FOR THE GOLDEN EGG - THE CONTEXT

- ❑ **Natural traffic** from Search Engines is going down
 - ✓ Algorithms change regularly and get less transparent
 - ✓ 'Too' commercial content gets punished
- ❑ **Paid traffic** from Search Engines is getting too expensive
 - ✓ More competitors every day
 - ✓ Quality traffic is not growing to the same extent
- ❑ Everyone is looking at the **new** ways to generate traffic
 - ✓ YouTube
 - ✓ Facebook
 - ✓ Twitter
 - ✓ ...



BUT are you also wondering how to turn them into profit ?



And what about tomorrow...

LOOKING FOR THE GOLDEN EGG - WHAT IF YOU COULD...

- Convert your classifieds into videos by pushing a single button
- Create thousands of product videos with integrated call-to-actions and dynamic content (price, promotion, delivery, etc)
- Only pay around €1/video for production
- Integrate those videos into your own websites
- Then distribute these videos automatically to the most important video engines and publishers
- Benefit from their popularity and PR positioning your product videos in the top results of the Search Engines
- Subsequently advertize on your own videos (SEA) at very attractive CPC's
- Generate a CTR from those videos on other publishers to your websites of > 8%
- Then auto-syncronize these videos with social media like Facebook, Twitter, etc
- Have all of this - besides the limited production costs - into an affiliate commission model

Sounds too good to be true ?



And what about tomorrow...

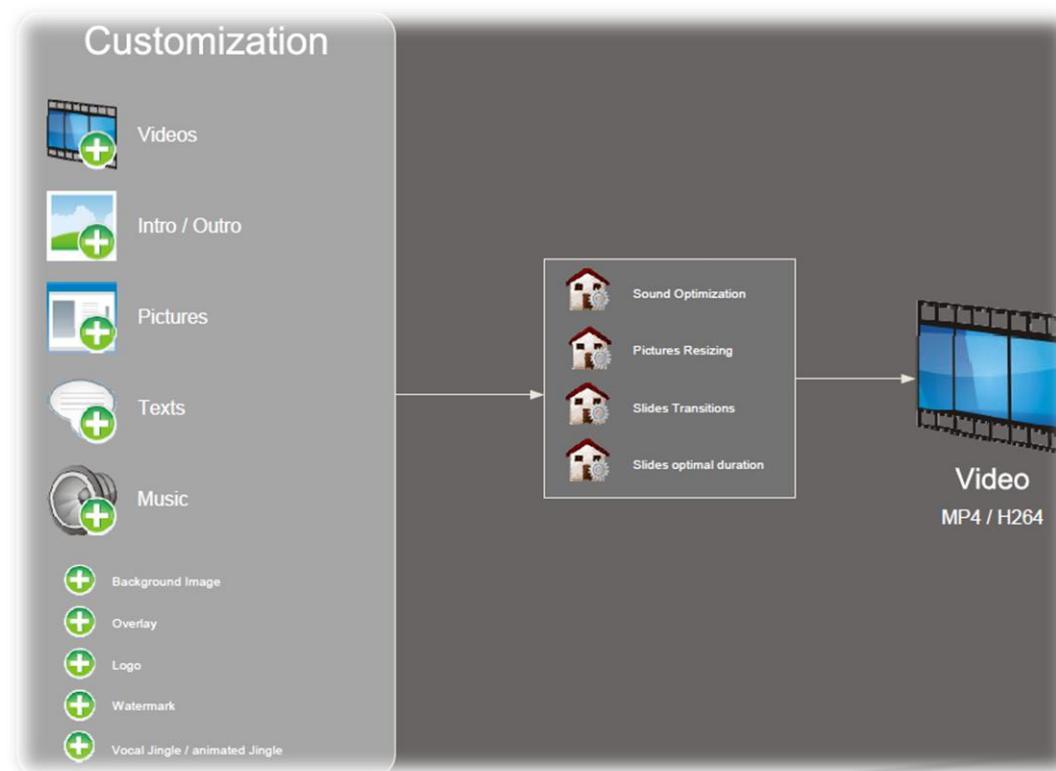
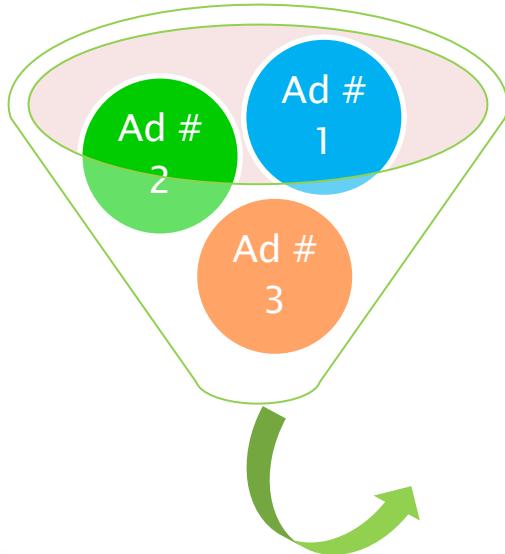
VIDEO ENGINE MARKETING AT YOUR SERVICE !

- Our partner has developed a new technology
- With the right expertise at hand, you can make this work as from tomorrow

ADSTORMER

CREATE

From your product/ad feed





Fair Etail

And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

Intro example for Neckermann.com



<http://tinyurl.com/2v9gzoc>

POSSIBLE STEPS:

- Intro / Outro in 3D
- Integrate ppt alike product-template
- Include pictures
- Add sound
- Add voice

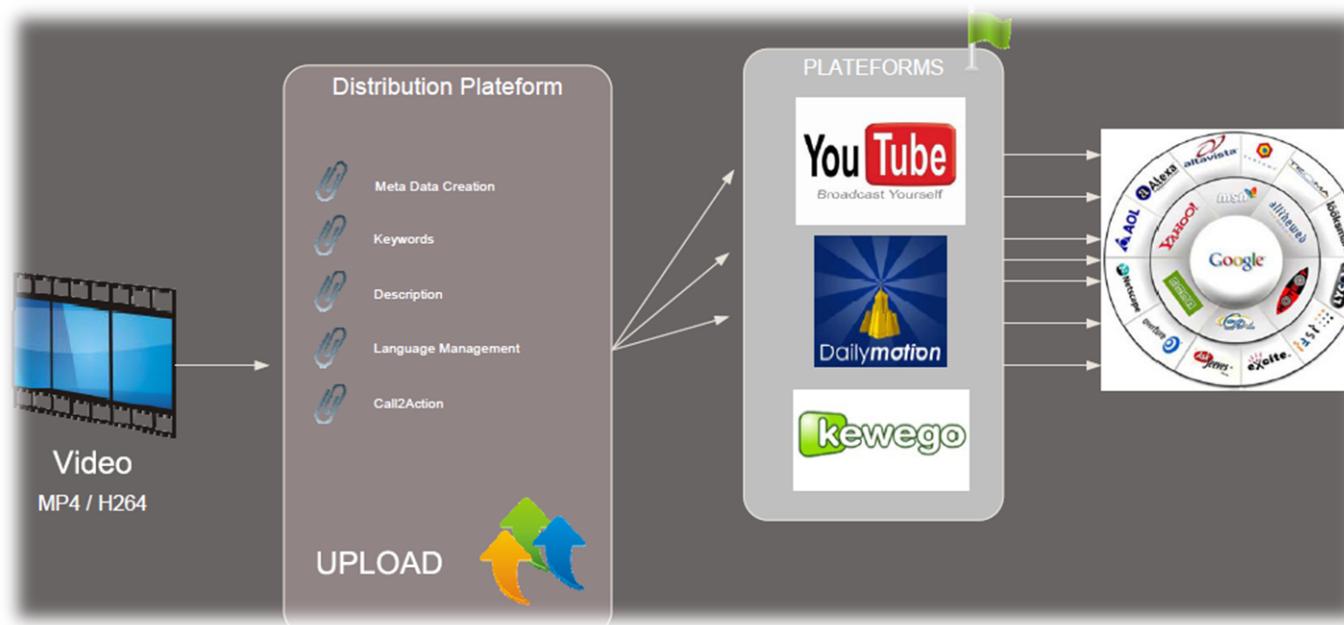


And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

DISTRIBUTE

To Video platforms & premium publishers





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And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

I launched a test yesterday.

- I made a quick video from a ppt
- Tagged it for 'ICMA presentation for sale'
- Distributed it as explained



Where are we now? Let's do a live check for the results...



<http://tinyurl.com/2vmhv72>

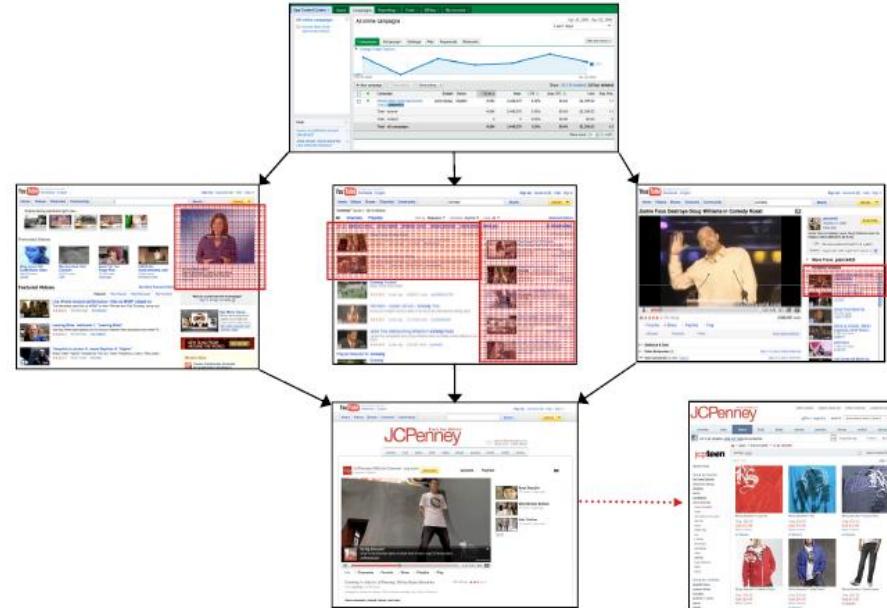


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And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

Now you can also start doing **SEA** on your own videos at a very attractive cost, compared to normal search.



Pick your video



Set your CTA



CTA appears on the vid after 10sec

And subsequently you can activate **CALL-TO-ACTION** in the videos!



FairEtail

And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

Last but not least: Auto-Syncronize with social media like Facebook & Twitter



New Ad

=

Automatic creation of
New Video

=

Automatic
Post on facebook



And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

VIDEO MARKETING (VEM) BENEFITS IN A NUTSHELL :

Extra **VALUE** for the users

Extra **TRAFFIC** through VEO/VEA

Extra **REVENUE**

- Indirectly from traffic (longtail)
- Directly from Premium listing fees

Yes, I'd like my ad to show on the Premium Video Network



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QUESTIONS ?

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BACKSLIDES



icma presentation for sale

Search

Advanced search

About 24,300 results (0.10 seconds)

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... Health (**Presentation** by Daniela Draghici at ICMA Meeting 2004) ... Authorization for Mifegyne sale no.780/2008 - 01 - 02 price 48,86 euro per box of 3 ...
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[ICMA Online : ED Blog](#)

After Neal Polacheck's warmly-received **presentation** at the Munich GM, ICMA has partnered with

1st, 2nd & 3rd POSITION
 within a few hours



FairEtail

ICMA Presentation for Sale

Tags: [ICMA Presentation For Sale Video](#)

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0:06/0:16

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