



PARTNERSHIPS, CO-OPETITION & AFFILIATES





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 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**

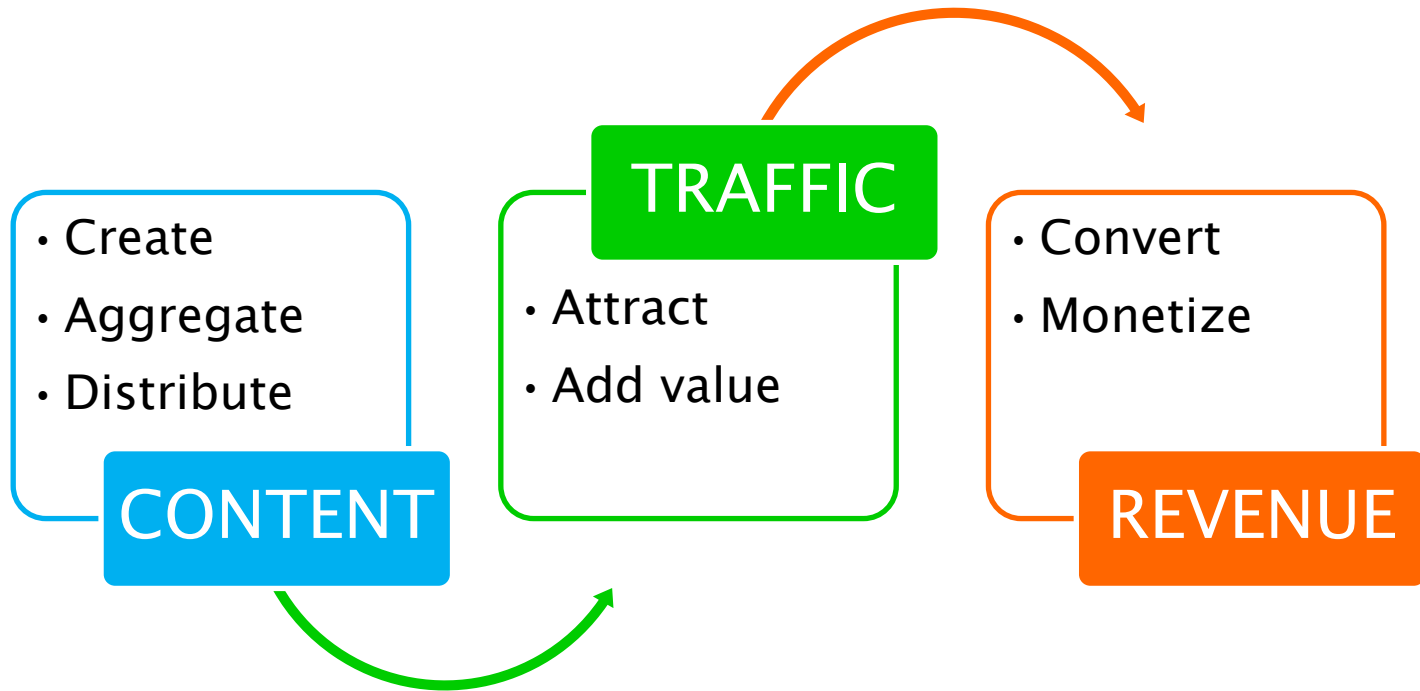
**The FairEtail team consists of experts in
the performance-marketing field**



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



How to use affiliate marketing to generate...

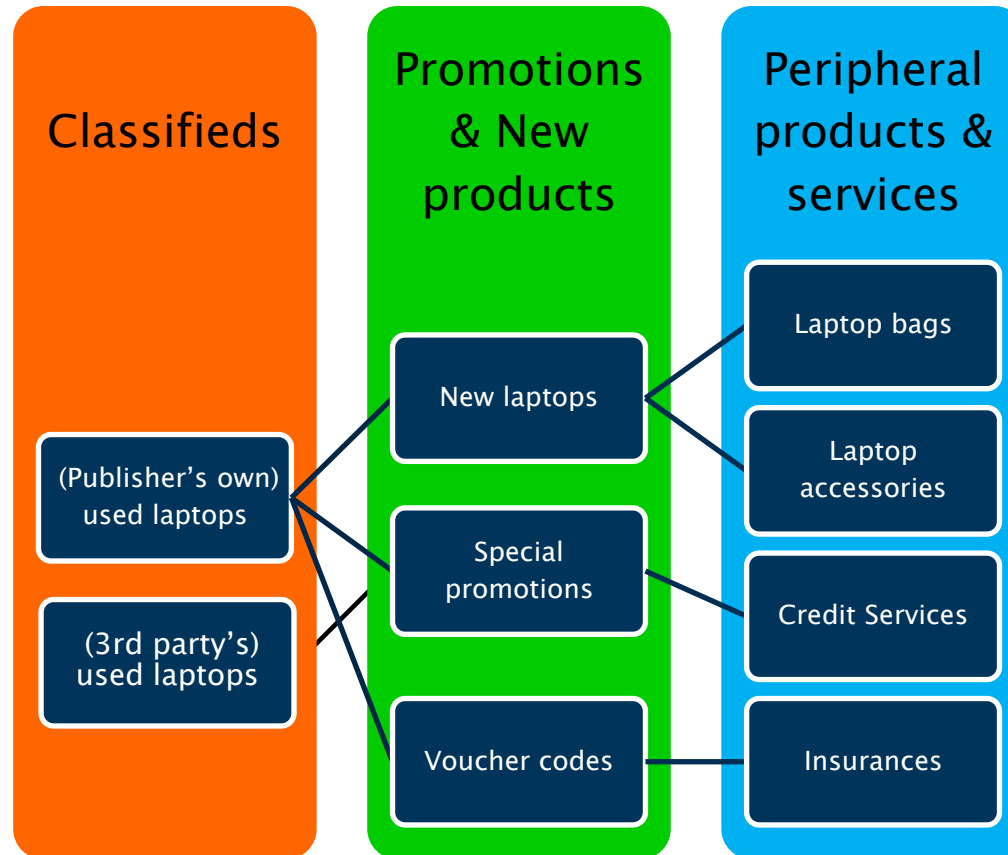




FairEtail

Today's best practices

FROM PURE CLASSIFIEDS TO A PROMOTIONAL VENUE





FairEtail

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**



FairEtail

Today's best practices

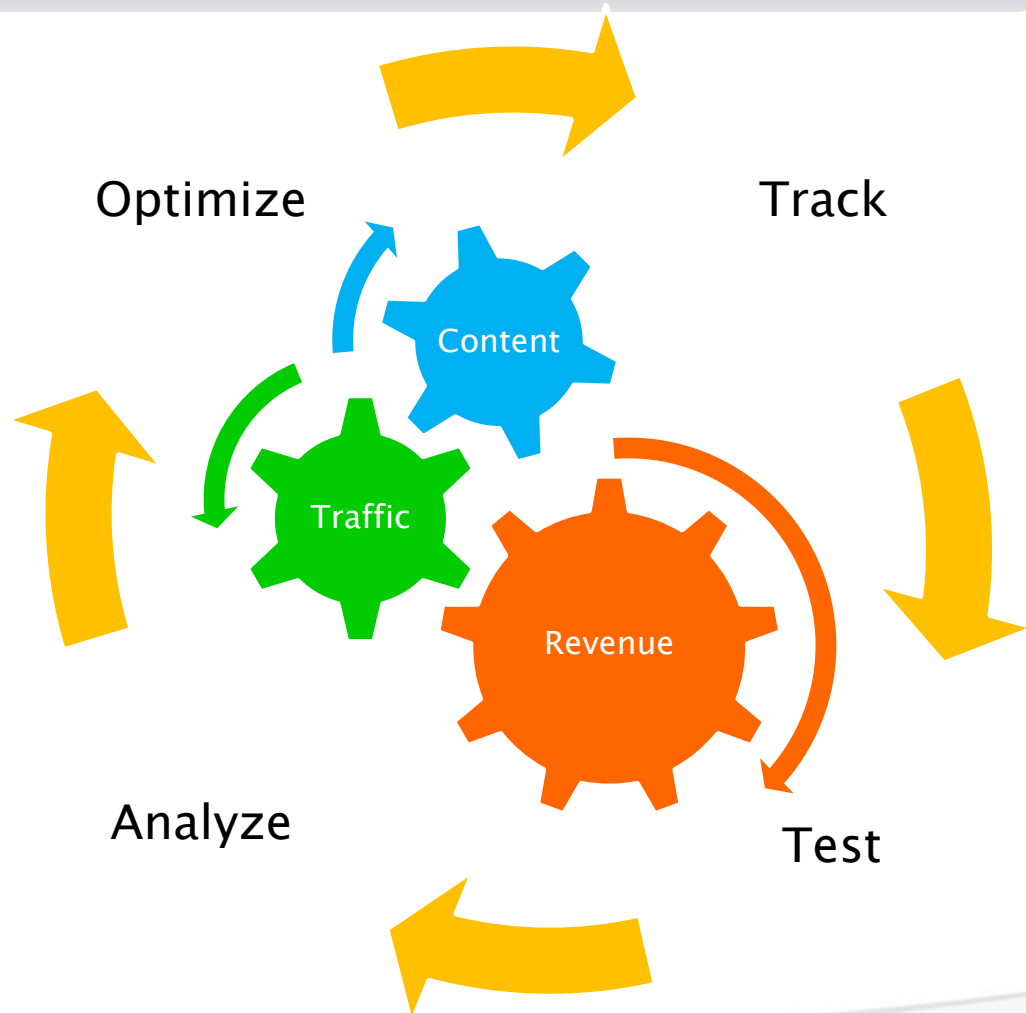
FROM PURE CLASSIFIEDS TO A PROMOTIONAL VENUE

RESULT:

- ☐ More Content
- ☐ More Traffic
- ☐ More Revenue
- ☐ Scaleable model

PROCESS:

- ☐ Track everything
- ☐ Test
- ☐ Analyse
- ☐ Optimize



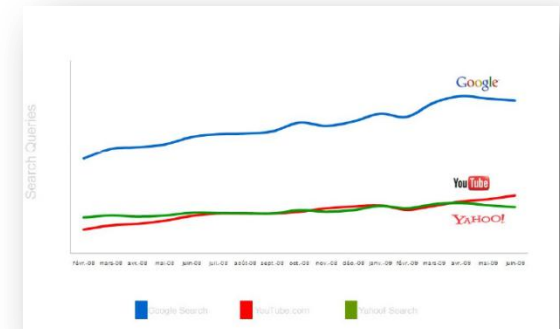


FairEtail

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 ?



FairEtail

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-synchronize 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 ?



FairEtail

And what about tomorrow...

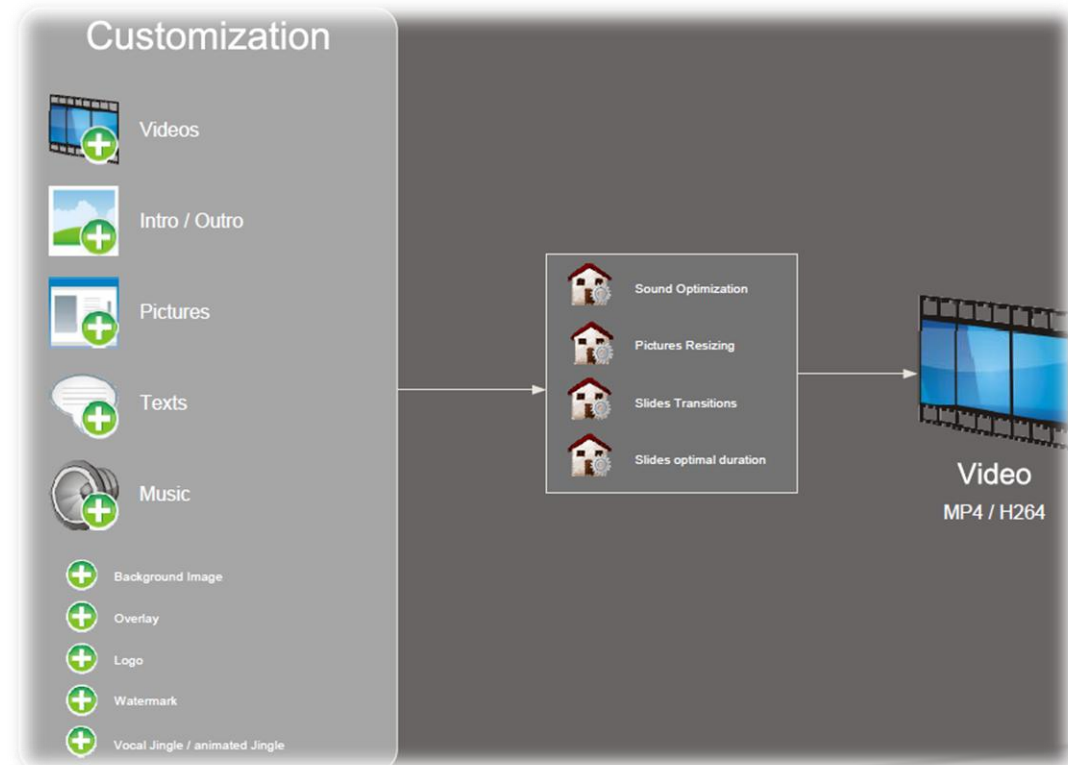
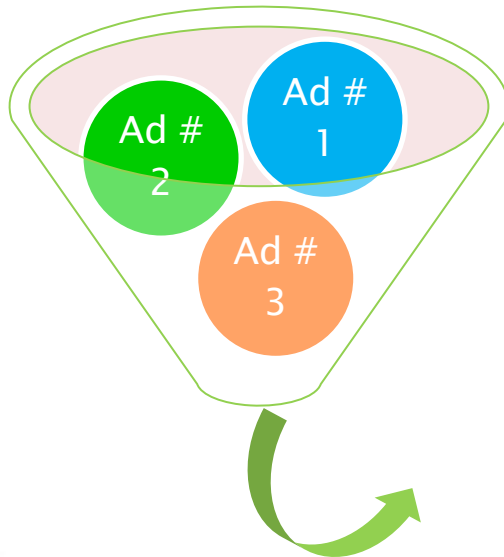
VIDEO ENGINE MARKETING AT YOUR SERVICE !

- ❑ 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





FairEtail

And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

Intro example for Neckermann.com



POSSIBLE STEPS:

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



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



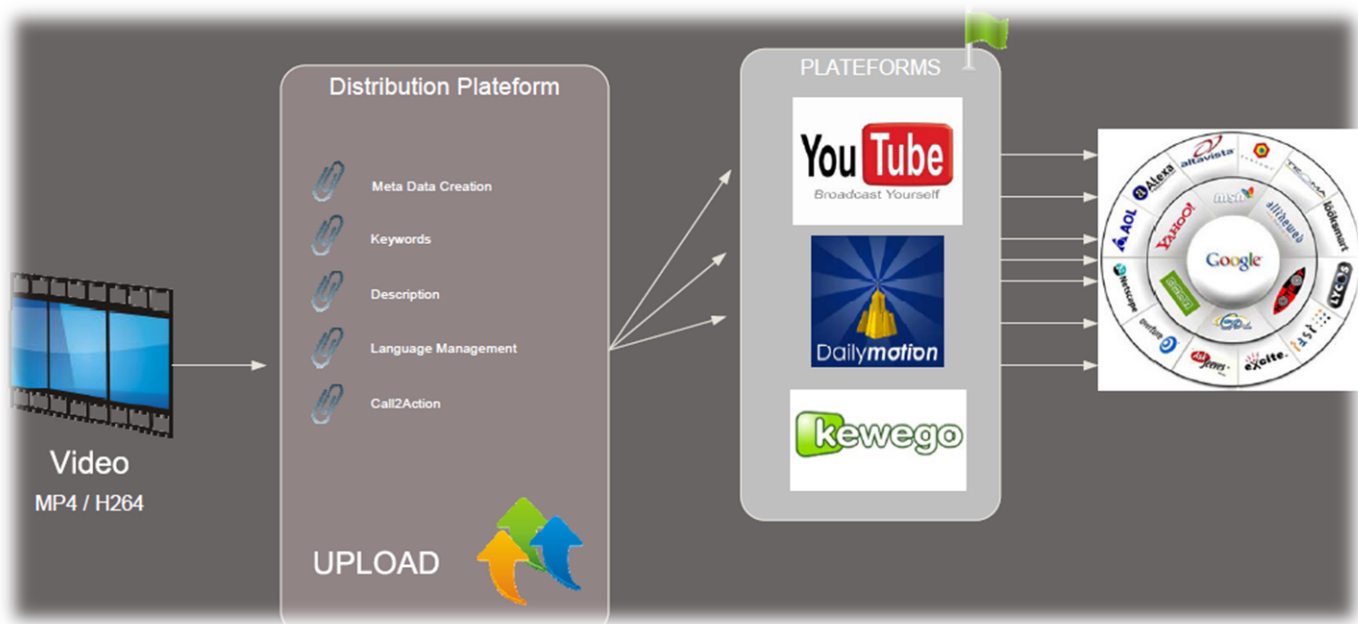
FairEtail

And what about tomorrow...

VIDEO ENGINE MARKETING AT YOUR SERVICE !

DISTRIBUTE

To Video platforms & premium publishers





FairEtail

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>

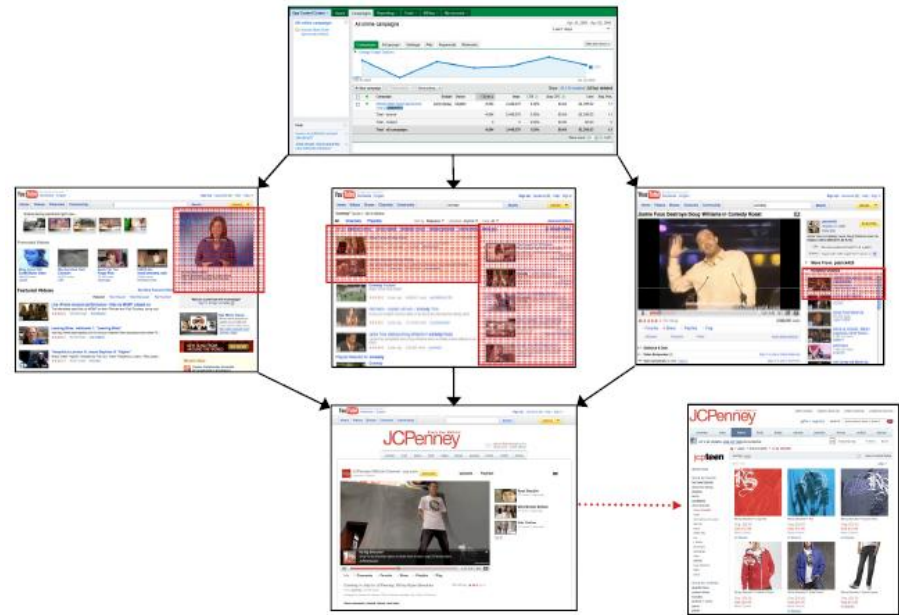


And what about tomorrow...

FairEtail

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.



1



Pick your video

2



Set your CTA

3



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



FairEtail

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*



FairEtail

QUESTIONS ?

DENNIS KENIS

Managing Partner

dennis@fairetail.be

Tel: +32 479 99 37 36



FairEtail

BACKSLIDES



icma presentation for sale

Search

About 24,300 results (0.10 seconds)

[Advanced search](#)

Everything

More

Show search tools

[ICMA Presentation for Sale - Video](#)

6 May 2010 ... This is an example to show the power of Video Marketing for Classified Ads. Fairetail alongside with adstormer can help you :- Generate ...

www.metacafe.com/watch/.../icma_presentation_for_sale/ - 13 hours ago

[Dailymotion - ICMA presentation for sale - une vidéo Expression Libre](#) - [[Translate this page](#)]

6 mai 2010 ... home > expression libre vidéos > **icma presentation for sale** ... This is a great ICMA presentation isn't it ? suite fermer ...

www.dailymotion.com/.../xd7e24_icma-presentation-for-sale_school - 13 hours ago

[Dailymotion College Channel - Videos from your University Experience](#)

ICMA presentation for sale. This is an example to show the power of Video Marketing for Classified Ads. Fairetail alongside with adstormer can help you ...

www.dailymotion.com/channel/school/3 - 9 hours ago - [Cached](#)

Show more results from www.dailymotion.com

[\[PDF\] The ICMA Code of Ethics for Research and Use of Works of Art ...](#)

File Format: PDF/Adobe Acrobat - [Quick View](#)

presentations. Researchers should credit by name those colleagues, students, and friends who disposal of museum or library collections through **sale** ...

www.medievalart.org/pdf/ICMA_code_ethics.pdf - [Similar](#)

[I.C.M.A. International Consortium for Medical Abortion](#)

... 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 ...

www.medicalabortionconsortium.org > [Country profiles](#) - [Cached](#)

[\[PDF\] ICMA XVII Programmheft](#)

File Format: PDF/Adobe Acrobat - [Quick View](#)

4 Oct 2009 ... under a **Sale** Contract Overseas. Charterer, Shipper and Receiver Speakers are urged to check their **presentation** beforehand. ...

www.icma2009.org/ICMA%20XVII%20Programmheft.pdf

[ICMA Meeting Proceedings](#)

These proceedings are available for **sale** to non-members. ... to access 2007 EXPO Proceedings; Click here to access 2006 EXPO Proceedings. **ICMA** Workshops ...

www.icma.com/meetings/proceedings.htm - [Cached](#) - [Similar](#)

[ICMA Web Site](#)

The **sale** of methane to the biomass facility will provide a long-term funding **Presentation** (PDF, 29 pp, 1.7 MB); Related Paper (PDF, 22 pp, 491 KB) ...

icma.org/main/bc.asp?t=0&bcid=1273 - [Cached](#)

[ICMA Online : ED Blog](#)

After Neal Polachek'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](#)

[Edit Video Details](#)

 FairEtail




You see it really works 😊



Ad

0:08/0:16

Like This Video? Share it on **facebook.**  [Share](#)