



Creative SERVICES

Clear and compelling creative is one of the most important elements of any winning online marketing program. LinkShare Creative Services offer you a cost-effective, a la carte approach to meeting your creative needs. Tap into our in-depth experience in producing designs and developing content that is optimized in ways that help you drive sales and increase conversion rates.

A La Carte Creative Services

Website Design

Drive sales with custom Web solutions that drive measurable results through eye-catching designs tailored to your audience.

- LANDING PAGE DESIGN AND PRODUCTION
- WEBSITE DESIGN
- WEBSITE PRODUCTION

Content

Achieve your online objectives with crisp, clear copywriting and content that is relevant for your target audience.

- MESSAGING
- LONG ARTICLES
- SHORT ARTICLES
- COPYWRITING
- BLOG POSTS

Optimization

Increase your return on investment by testing your online marketing materials and discover what resonates with your target audience.

- A/B SPLIT TESTING
- TEST CREATIVE
- MESSAGE TESTING
- OFFER TESTING

Banners and Templates

Stand apart from the crowd with creative and compelling banners and newsletters designed for your unique brand, products and services.

- BANNER DESIGN AND PRODUCTION
- ANIMATED MULTI-PANEL DESIGN
- FLASH, VIDEO AND WIDGETS
- PROGRAM TEMPLATES
- PUBLISHER COMMUNICATIONS

LinkShare Creative Services

Start benefiting from our deep experience in the design and production of online creative. For more information about LinkShare Creative Services contact a LinkShare Representative at **646.943.8200**



Banner and Template Package Options

Launch Package (OPTIONAL FOR EXCHANGE LEVEL SERVICE.)

Make a good first impression! This launch package is designed to help LinkShare Exchange Advertisers launch their program quickly with professionally design launch materials. Your launch package includes the Program Templates Package as well as the Image Banners Package.

Program Templates Package (INCLUDED WITH COMPLETE LEVEL SERVICE.)

When you launch your Affiliate Marketing program you will need three HTML pages to establish your company's presence in the LinkShare Network. Our experts will design attractive, professional templates complete with your branding guidelines that will be sure to impress potential and existing partners. The pages include: 1) Join Programs page; 2) Create Links page; 3) a Newsletter template. These pages are a vital part of your program and help recruit and activate Publishers. This option is also great for Advertisers that have already launched their program but need to update the look, feel and messaging of their program.

Image Banner Package

Well-designed banners can make a big difference in the success of your program. LinkShare can help you promote your products and services with sets of professionally designed banners for your creative inventory. Each banner set consists of a specific creative campaign that is presented typically in 10 standard banner sizes. Other sizes can also be accommodated to help you optimize your banner inventory. Keeping your creative inventory fresh during launch and throughout the year will help you engage Publishers, grow your program, and drive sales.

Publisher Communications Package (INCLUDED WITH COMPLETE LEVEL SERVICE.)

Publishers receive countless communications from a variety of Advertisers every day – how do you get noticed? You need clear and compelling newsletters and communications designed to make you stand apart from the crowd while following your brand guidelines. The LinkShare Creative Services team works with you to build and customize HTML communications that explain your incentives and offers to Publishers. You determine promotional content and you define your Publisher selection criteria for each monthly newsletter Advertisers and provide final sign-off for all communications.

Animated and Interactive Advertising

Looking to attract more eyes online? Need banners that allow customers to search your products? LinkShare is fully equipped to deliver on any virtually any concept. The LinkShare Creative team can design and produce high quality end-user experiences with your conversion rate as our top priority. Example services include: three-frame motion image banner design and production, multi-frame motion image banner design and production, and flash design and development.

LinkShare Creative Services

LinkShare offers a full range of creative services to help you meet your online marketing objectives including: website design, landing page development, content development and copy writing, and optimization services including split A/B testing.

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