

LINKSHARE UNIVERSITY

Optimize Your Affiliate Program and Make it More Effective!

Date: Monday, June 21st, 2010 (the day before Symposium)

Location: The Trump SoHo, 10:00am – 4:00pm

Tuition:

By May 31st: \$349	By June 18th: \$399	On Site: \$449
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What You Will Receive:

- 4 Training Sessions – Each one designed to optimize and improve your affiliate program
- Continental Breakfast
- Networking Lunch
- Bonus with Registration: \$300 credit towards Creative Services

Past Attendee Feedback

- Overall Satisfaction: 100% Satisfied/Very Satisfied
- Skills Improved as a Result: 100% Yes
- Would Recommend: 100% Yes

What You Will Learn:

Optimize and Grow Your Program

First we will cover how to you can present your company and program in a way that is both professional and highly effective. Later we will build on this, helping you to grow your program by demonstrating ways to find and engage relevant and successful publishers.

By Popular Demand

We are repeating our most popular session, the “Publisher Panel – What do Publishers Want?” where we bring in three top publishers to talk about what they look for when considering advertisers programs to join. This will be followed by a lunch where you will have the chance to meet and network with these publishers.

Something New! – Program Analytics

We are adding a new program for 2010. LinkShare provides an abundance of reporting and information but knowing which report to run for a specific need can be daunting. We will outline which reports are most effective when optimizing a campaign, running activation campaigns, reviewing top performers, performing ROI analysis and more. The right report for the right job.

What You Will Do:

- Outline a 2010 marketing plan
- Optimized your program and company description
- Build an outline for cohesive, consistent and relevant creative and touch points
- Create a publisher communication plan
- Build recruitment, activation and optimization campaigns
- Build optimized offer and creative plan
- Gain an understanding of what publishers want from advertisers
- Review examples/case studies of different publisher models
- Networking with top publishers
- Gain a deeper understanding of reporting and how to use it effectively and efficiently
- Build a campaign outline to re-activate low and non-click active publishers
- Review detailed sample newsletters
- Build a promotion & bonus outline
- Build a high performance publisher engagement plan

Knowledge

Session Details:

Session I - Make your Best Impression in the Network

This hands-on training session will walk through the basics of getting an affiliate program up and running.

- Using the LinkShare interface to create offers, build banners, and make links
- Incorporate best practices on your company description page
- Present your company so it's relevant & accessible in the network
- Create a cohesive program with consistent messaging
- Optimize creative and all touch points.
- Build a regular communication plan for successful relationships

Your Take-Aways: An optimized company profile, basic offer and creative plans, a publisher communication plan and an optimized touch points.

Session II – Publisher Panel: What do Publishers Want?

Real world examples of tools and offerings publishers are looking for when working with advertisers.

- What do publishers look for when selecting a program to join
- Which LinkShare tools are a must for some advertiser/publisher relationships
- What publishers look for when selecting advertisers for partnerships
- What advertisers need to provide to receive optimal placement
- How to best communicate with large publishers

Your Take-Aways: Plan for implementing specific LinkShare tools, baseline and private offers and promotions, an understanding of what publishers want from advertisers and examples/case studies of different publisher models.

Session III – Program Analytics

Pre-Requisite: Online Interface Training

This is not basic reports training. This session will outline which reports are most effective when addressing specific business requirements such as optimizing a campaign, running activation campaigns and performing ROI analysis.

Some business needs covered will be:

- Reporting for the quarter
- Top Q4 performers
- Activation campaigns
- Program and campaign optimization
- ROI Calculator
- Top performing creative
- Sales by segments
- Offer analysis
- Agency reporting

Your Take-Aways: Outline and sample reports for the above business needs.

Session IV – Grow your LinkShare Program

This session covers all aspects of building relationships with publishers and maximizing their productivity within your program.

- Setting goals based on publisher acquisition and activity
- Finding new publishers
- Getting publishers driving traffic
- Using best practices for newsletters
- Understanding offer management – how to craft the right types and when to extend private offers
- Targeting high performance publishers and engaging them for maximum impact and income
- Publisher activation campaigns
- Improved analytics for growth

Your Take-Aways: Publisher communication outline, completed newsletter, click-inactive publisher email, promotion/bonus outline for low/non-click active publishers, high performance publisher engagement plan, recruitment, activation and optimization campaigns.

More information at www.linkshare.com/university

Please Note: Some sessions are hands on and will require you to login to your LinkShare account. Please bring a laptop and have your LinkShare username and password available. Rental laptops are available for an additional \$40 at the time of registration. A working knowledge of the reporting system is required for the Program Analytics session. Please review the Online Interface Training before attending LinkShare University. You may contact your account manager for more information on this training.