

How To Successfully Market Your EWORLDWIRE Affiliate Relationship

EWORLDWIRE's leadership position in the newswire and press release services industry offers a variety of ways to make money. At EWORLDWIRE, nearly every contact with clients by phone is converted into a sale – we're successful in communicating why our service is the best and how what we offer adds value to your bottom line.

With thousands of clients across the country and around the globe, Eworldwire offers affiliate program participants an effortless way to enhance their current offerings and expand their market reach.

Complimentary features of Eworldwire offer a cost-effective and straightforward way to sell clients on the benefits of working with you – and ultimately, with us.

OUR MISSION: To develop and possess the right skills, attitudes and behaviors to provide consistently high quality experiences to the people we come into contact with.

EWORLDWIRE IS CLIENT-CENTRIC: It's our goal to offer the right set of services to maximize returns on clients' investments in their marketing efforts.

The EWORLDWIRE Affiliate handbook provides you with the insight and knowledge you need to successfully join forces with the industry leader, EWORLDWIRE.

A rigorous process – but well worth it! You'll know that we do what we say – the authenticity and quality of every affiliate is screened.

In the following sections, you get details and information about what you need to get started right away:

- I. Idea Central: Creative ways and business models to generate greater traffic, increase activity and expand commissions
- II. Paid – How To: What we do to give you the money
- III. Marketing Specs: Attract through links, banners, ads, promotional offers and service description links

Understanding what it means to be an affiliate and to maximize the benefit of the program is easy. Because we show you how and share low-cost or no-cost promotion ideas, you can begin earning commissions quickly.

Results From Referrals: Through an affiliate link - Even if your referrals don't place an order straight away, we will pay you commission for everyone who purchases a service indefinitely after they click through from your site.

Private-Label / Co-Branded Distribution: Custom solutions, transparent to your audience – Do you want the experience to be transparent to your users? Talk to us about building a mini-site for you or a custom page that echoes the look and feel of your site.

Why an Affiliate Program?

With so many people surprised at the level of service they receive, it's easy to understand how so many people who discover Eworldwire keep coming back. A key segment of Eworldwire business comes from the referrals of satisfied clients and others who interact with members of our teams.

When people's expectations are surpassed, they are compelled to share their experiences with others. We share with every contact that we are their partner in business – it's our goal to help them grow their businesses.

Would it sweeten the arrangement to receive some kind of compensation for doing what you already do? You enjoy the quality of the service you receive from our associates – would it hurt to be compensated for that?

Benefits

An additional income stream - For many, an Eworldwire affiliation offers them the ability to service clients they might otherwise have been forced to turn away or simply lost because their own programs couldn't provide the expertise Eworldwire team members do.

Your efforts are minimal - You gain the advantages of working with an industry leader to offer services someone else established and packaged.

Streamlined services – Order assistance, fulfillment and client service are all handled by EWORLDWIRE. When calling Eworldwire, live people answer the phone – not some voicemail system that increases the risk of losing potential business.

Simple to get up and running - Once we've reviewed your application and spoken with you about your goals, you're ready to get started.

Increases the value you offer to your clients - When you offer a wider variety of products and services, they see you as a complete solution. Increasing your offerings increases the number of opportunities for someone to purchase from you.

We are focused on help your clients succeed in their business endeavors – We portray it with every contact we have – when they achieve success, you do, too.

Being an EWORLDWIRE Affiliate directly impacts the ability of your business grow and be successful – we take our relationship with you seriously. If it's your objective to earn extra money every month without a lot of effort while you add value to your services, contact us now.

Affiliate marketing can and should be an integral and key part of your overall business and marketing strategy.

By joining the EWORLDWIRE Affiliate Program and linking through text links, banner ads or other methods from your site, you earn a percent of revenues generated from customers who visit EWORLDWIRE and make purchases through your link. After your account is activated, you can select your link preference from an array of banner ads and sizes. Sign up for the program and choose the graphics that complement your site best. Placing links effectively in several locations throughout your site ensures success - the more people become aware of what you offer, the stronger your program becomes.

While we provide the backing, the EWORLDWIRE service becomes an extension of your business. It's our job to provide you with the knowledge you need to help your affiliate referral base grow.

EWORLDWIRE is a trusted brand name

When you send potential clients to EWORLDWIRE, you are referring them to a reputable and credible company with recognized expertise. You and your clients gain access to industry experts including writers, marketers and technology.

EWORLDWIRE offers more than just press release distribution – it offers a full complement of tools and services to build your reputation in your industry.

I Getting Started with the Affiliate Program

1. Sign up as an affiliate on the EWORLDWIRE Site

If you haven't done this already, the link is:

http://www.eworldwire.com/n_affiliatelogin.php

After completing a simple online form, your application will be reviewed - you'll be contacted by your Affiliate Manager.

Because Eworldwire has an industry reputation for quality, every application is reviewed by an Affiliate Manager before it is approved.

2. Implement your affiliate link: Add it to everything - your e-mail, your voicemail, your letterhead and marketing materials, and on your custom Web site

The detail we offer below is designed to give you concrete examples about how to maximize on your affiliate relationship and effectively promote our offerings.

When you put your affiliate link in your e-mail or on your web site and visitors click it, the entry is registered in your account.

When visitors click on the link and purchase a service or product from EWORLDWIRE, the shopping cart software recognizes that cookie (by your affiliate number) and credits your account for that sale.

3. Earning Commissions

The commission paid to affiliates vary, with most sales about 35%. Along with basic services, the commission may apply to press release writing services.

In order to be appropriately credited for every sale, visitors who click your affiliate link must use that computer to make their purchases. If they buy something from a different computer, there will be no cookie to recognize and no credit will be applied. Most of the time, people use the same computer for all their online ordering.

Commissions are sent via checks issued by mail.

Commissions may apply to personal sales – services you use yourself. Speak to your Affiliate Manager about the details of your account.

When your affiliate commission reaches \$50, during a quarter, a check is issued. It's important the contact information we have is current - Payments go out around the 15th of every month and you will be notified by e-mail when it has been issued.

4. Check your affiliate balance

You can view the sales and commissions accorded you by logging into your Affiliate Account. You will be able to view which sales were processed and applied to your account.

II Setting Up Your Affiliate Program

1. Using Your Affiliate Link

Ensure you're using the correct link in your promotion efforts. Log in to your account and review it.

Below the link containing your account information, you'll see the banner ad options available to you, and a box containing the appropriate code for each. By placing the

code on your Web site, the banner will show up. When you click on the banner, it will work just like the text link above and take you to EWORLDWIRE.

What approach should you use: a text link or a banner ad? There are advantages and disadvantages to both – we'll review the detail below.

2. Altering Your Affiliate Link

Affiliate text links are what connect the traffic with your account.

Take a different approach when promoting your affiliate link, and you increase the likelihood of more qualified traffic being directed to your account.

3. How Affiliate Sales Happen

It's not magic – By increasing the number of qualified people who click your affiliate link and visit the EWORLDWIRE site, you increase the likelihood of converting that visit to a sale.

Nearly every phone call to us converts to a sale. Those who come to us come from a variety of different sources – after viewing the site and signing up for an account, they generally do call. And every call is answered by a live person.

Aside from their inbound calls, we call the clients who sign up for accounts – we've made the sign-up process easy, so the vast majority of people do sign up. We work to call every new sign-up within 24 hours – we know that critical turnaround time increases the likelihood visitors will order.

Our proactive marketing approach encourages visitors to purchase – stressing the level of quality service and professionals available to assist them. We consistently run promotions which motivate to purchase, along with our regular newsletters.

The most effective method of promoting your affiliation is to ensure your approach is consistent with our's – when you speak to potential clients about our services, be confident we will handle your client according to the strictest of standards. We know if they do well, so do you – and ultimately, so do we.

Once visitors have established an account, there is a higher likelihood that eventually they will be prompted to make a purchase from the EWORLDWIRE site. Regardless of the length of time since they signed up, your affiliate cookie will still work and attribute the credit to you for the sale.

The most appropriate way of evaluating the Eworldwire Affiliate Program: Your job is to provide the referral to the site - we handle everything forward from there. We eliminate the need for persuasive selling – it's our job to educate clients on the most effective way to communicate their message to journalists and the public.

You may choose to direct people to a specific product offering on the EWORLDWIRE site. Ask us about this.

III Proven Affiliate Promotion Strategies

Are you ready to promote your affiliation to EWORLDWIRE? By using effective promotion strategies like the ones below, you'll reap more frequent and better results.

Share The News About EWORLDWIRE - Communicate Your New Affiliation To Your Colleagues In The Industry And Associates With Whom You Do Business

LOCATION.

Key real estate: Your home page. Most of your traffic originates from here. If you want to maximize impact of the affiliation, feature it here. And note that positions at the top of the page are typically more effective than lower on the page.

Alternate key real estate: Ads directly adjacent to the right scroll bar. These ads typically receive a 200% higher click-rate.

Still key real estate: Ads on the top 1/3 of the page (still on the first screen). These generate about a 75% higher click-through rate.

Key in on size: Larger ads receive higher response. They attract more visibility and, when clearly focused, are more effective at establishing credibility quickly. When the typical page is only allowed three or four seconds to be viewed, the visual elements are critical.

Even more response: Banner ads containing text links adjacent to them. Although people may miss the banner ad, considering it a graphic to accompany the text link, they will more frequently see the text-based link. Alt tags with accurate and complete descriptions allow users with slower download time to "see" the content before it is viewable.

Use your e-mail list of other professionals and people you know and do business with. Be confident that the affiliation you've selected is one to be proud of.

Emphasize the professionalism of our offerings – people who know and trust you as a credible source will be comfortable with your personal e-mail and respect you for making the choice to partner with us.

You simply want to send a message that tells them about EWORLDWIRE and encourage them to visit the site to learn more about how they can build their businesses via communicating to journalists activities that impact their businesses.

Nothing speaks louder than a personal testimony – let them know about the positive results you've experienced as a result of working with us.

Sample E-mail Content. Edit the content so it communicates your personal style.

Susan:

As you know, I'm always looking to grow my business. I recently came across EWORLDWIRE, and I thought you might be interested in learning about what I'm doing to reach that goal. A site for professionals like you and me, the newswire service offers experts in writing who can skillfully develop a press release to get journalists' attention to our products and businesses.

Along with an easy ordering process, the team at EWORLDWIRE goes out of its way to provide concrete methods to increase the likelihood of coverage by the media – which, as you know, could translate into more business for us.

Take a minute to look around and let me know that you get the same impression I did when visiting the site. When I've called, I've always found I get a live person on the phone.

Warm regards,
Elaine

The response you can expect from sending out an e-mail like this varies. Clearly the more people you communicate with, the higher the number of potential visitors and purchasers.

Incorporate Your Personal Style And Take a Personal Approach To Sharing With Others

People share information about EWORLDWIRE in a wide variety of ways – including when meeting face to face or over the phone. What's important to remember is that when referring others, be sure you use your affiliate link. The most effective way to lose a potential income-producing resource is to refer to the EWORLDWIRE home page, rather than through your affiliate link - you'll get no credit for that referral. So instead, you can say something like this:

When meeting in person, say, "I'll send you the link by e-mail so it doesn't get lost." Then make sure you do that, along with a personal note:

"You can reach EWORLDWIRE here. Give me your feedback."

When over the phone, you can still send them the link while they're on the phone with you, and your friend can click through right while you're on the line. Using a chat program to instant message them is always an effective method – when you have their attention. Take the time to orient them to the information and resources available at the site.

The more you understand and know about the offerings and services of EWORLDWIRE, the more effective you'll be at explaining why the site effectively assists

your company's growth. Although the team has simplified the process at Eworldwire, there are many options available – every one targeted specifically for the client.

Speaking about your experience is something you would do anyway to help your colleague develop a strong marketing plan. By affiliating with EWORLDWIRE, you are compensated for sharing that.

Promote Through A Comprehensive Variety Of Marketing Avenues

Anytime any correspondence or communications touches others, include EWORLDWIRE at the bottom. It's effective at building recognition of the affiliate activity.

One way to highlight it is to include a short sentence or two along the following lines:

OUR PUBLIC RELATIONS SERVICE: Are you wondering how I manage to maintain strong relations with others in my industry? I use the professional services of EWORLDWIRE. Check it out at http://www.eworldwire.com/affiliate_id=##

OUR ONLINE MARKETING: Would you like to know how I keep on top of our online business? EWORLDWIRE developed a system for me that makes it easy for clients and potential clients to stay in touch with me.

BUILD BRANDING – Are you ready to move your business to the next level? EWORLDWIRE experts analyzed my current image and made concrete recommendations on how to improve my positioning in the market.

To incorporate your affiliate link in your e-mail, modify the content above to fit your specific personal style.

WRITING PROFESSIONALS - One of the best resources available to help you clarify your message to potential customers is EWORLDWIRE. The team offers expert advice and concrete information to help you hit your readership targets.

ATTRACT MORE CLIENTS – Although there isn't a magic formula to attract clients to our businesses, EWORLDWIRE seems to have a handle on how to get the word out. I recommend you contact the EWORLDWIRE team, either via phone or their online chat system.

GET MORE BUSINESS FROM EXISTING CLIENTS – Keeping clients coming back is a key to successful business. Contact EWORLDWIRE to find out what they can recommend to help you increase repeat business.

Promote With Regular News Articles & Archives

EWORLDWIRE can provide you with custom content, targeted specifically to your market to keep your site fresh and appealing.

If you redistributed the content, proper credit must be attributed to

EWORLDWIRE, on the footer of the article using

© 2006 By EWORLDWIRE. Visit www.eworldwire.com for more professional assistance in marketing and growing your business."

We invite you to link to the article on a Web site, along with proper attribution. One of the most effective ways of communicating with others about your involvement with EWORLDWIRE is to include relevant content.

Create New Service Announcements & Campaigns

As an industry-leader, EWORLDWIRE regularly announces new products and services. When you use a new service of EWORLDWIRE, and benefit from it, it becomes an opportunity to share your experience with others. You may choose to use a different affiliate link. Speak to your affiliate manager about how to do this.

EWORLDWIRE announces new products – that's the most effective time to announce that produce to your contacts with a specifically targeted campaign or announcement in your communications. The people who are already in the system may respond to the promotion - you'll still get credit. An extra reminder from you can increase the likelihood they'll respond.

How do you best identify the benefits of the service to your contacts? Share your experience and accompany it with an appropriate link which will transfer visitors to the specific product page directly – cutting the time spent looking for it, making a purchase a more likely occurrence.

An example of a communication about EWORLDWIRE Video News Release Services:

Tony:

I wanted to share something with you - a new service I took advantage of to promote my business: a Video News Release (VNR) from EWORLDWIRE? The Video puts my services in front of five times more viewers than traditional text-only based releases. I've been working to identify new and creative ways to increase my audience and potential client base – the VNR has done it! EWORLDWIRE's fee structure put this technology and professionalism within my reach. And it's not just the VNR – it's the time they spent learning about my company and making practical recommendations about the content and how to go about meeting my goals.

Tracy

The most effective message is a short one – be yourself when sharing your story, without going into a significant amount of detail. Avoid sounding like a sales pitch – if you want us to make recommendations about your approach, let us know. We'll be happy to help.

Feature Your Affiliation On Your Web Site, Your Blog And In Chat

You have a Web site – use it to your advantage. You can choose to incorporate your link visually with a banner ad or via a text link. The banner ad link we provide can be placed anywhere on your site.

Text ads that are incorporated into the body of text are typically well-received and receive a higher number of click-throughs – consider this when preparing content to feature your relationship.

How can you increase the response to your banner ad? When the banner is incorporated by some other relevant information like an EWORLDWIRE article, you increase the likelihood of interactive response by readers.

By offering a page to the public with a variety of affiliate services, you increase the likelihood of providing the appropriate service for a potential client. Accompany the ad with a description; put several on a page with other products. When you appear to offer a wide range of products, you become a single source or one-stop shop.

Your objective really is to get potential clients to sign-up. We handle the rest. EWORLDWIRE works to keep our site fresh and implementing new technologies – use all the methods available to you to communicate with potential clients, including e-mail and chat.

If your Web site doesn't incorporate an interactive chat feature, ask us about implementing one for you.

Lead Discussion Groups To You

Those involved in discussion groups or regularly post to blogs recognize the impact these communities can have. Sales pitches are ineffective in most – people who become recognized as regular, contributing members of the community often share the benefit of their experience and their links – those are the most effective.

Thousands of small businesses are started yearly and the same questions may be asked about marketing. Take the time to answer questions and elaborate by offering the link to EWORLDWIRE through your affiliate link – be sure to do your research first and confirm the content allowed in the discussion group so you won't be removed.

Incorporate The Telephone Via TeleClass Or Webcast

For affiliates with a potentially long list of contacts or with aggressive promotion plans, sponsor a targeted TeleClass. When the group reaches a sizeable number, it's always helpful to ask EWORLDWIRE Affiliate Managers about the best approach.

We work to help you. A critical element in success of the contact is obtaining the contact names and e-mails of those who participate so you can follow-up with a link to get more information about what is offered.

Keys To An Effective Affiliate Program

As with every aspect of your business - Share your information about EWORLDWIRE with your own personal style, reflecting your own desire to share and to make a difference.

Make your contact regular/scheduled. Aside from the initial communications, use the other communications methods available to you to share, either via your Web site, online discussion groups, e-mail and chat and telephone interactions.

Use the services of EWORLDWIRE. The way to demonstrate you understand what we do is to use them yourself – then you'll be speaking from personal experience when you endorse them.

No SPAMMING. Not only does this adversely impact what you're trying to accomplish, but it detract from the message and goodwill associated with your name – as well as ours. We don't condone the use of spamming companies and will take immediate action. Manage the relationships you have with people you already know.

Test links. In every case. Ensure links go where they ought - test them periodically to be sure they're functioning correctly.

Incorporate testimonials when possible. When your customers have used EWORLDWIRE, ask them to allow you to include their testimonials in your promotions – it also helps spread the word about their own businesses.

Remain positive. Just because you believe there is a value inherent in EWORLDWIRE services doesn't mean it will immediately translate into increased business. Some people are more reluctant about ordering online – it may take time.

Remain persistent. Marketing is communicating a message effectively over a period of time – take time to repeat, repeat, repeat, repeat ... it's only about the sixth or seventh time someone hears or sees something before they take action. It may require modifying your communications over time, and varying the methods you use to deliver it.



For more details about how EWORLDWIRE can help you get started today, complete our online application or call us. We'll be happy to share with you our feedback on the most effective way to increase your affiliation referrals.

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