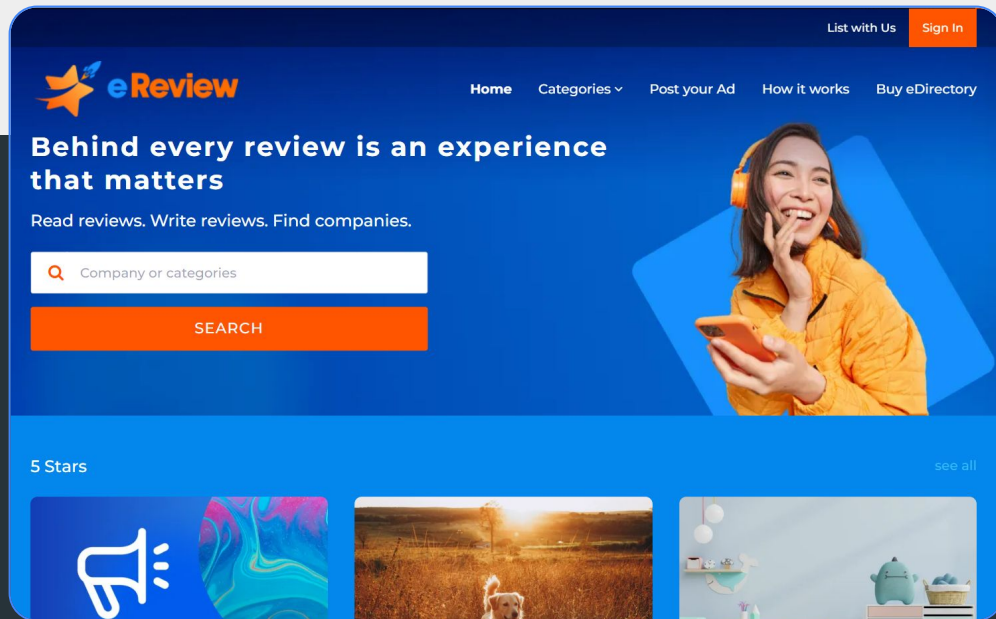


# Webinar

MARCH 2024

| Buyers Guide and Affiliate Marketing



# Our Team



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edirectory

# Next Events

- March 20th  
Get Your Online Directory Off the Ground
- April 3rd  
Mastering the Listing Template Editor



<https://www.edirectory.com/webinars>



# Background on the eDirectory platform

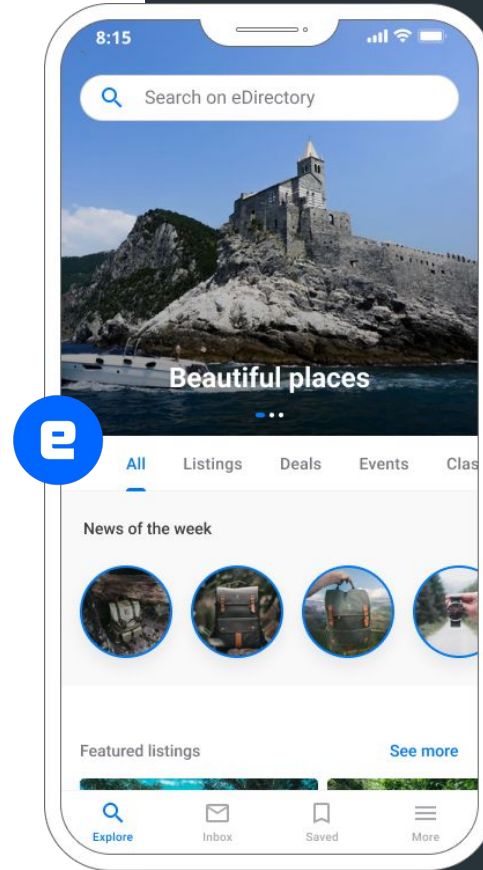
Fits any industry or purpose

Highly customizable

Integrated native app builder

Source code available

Request a live demo at [www.eDirectory.com](http://www.eDirectory.com)



# Create a Buyers Guide and Monetize with Affiliate Marketing



CREATE A BUYERS GUIDE, MONETIZE WITH AFFILIATE MARKETING

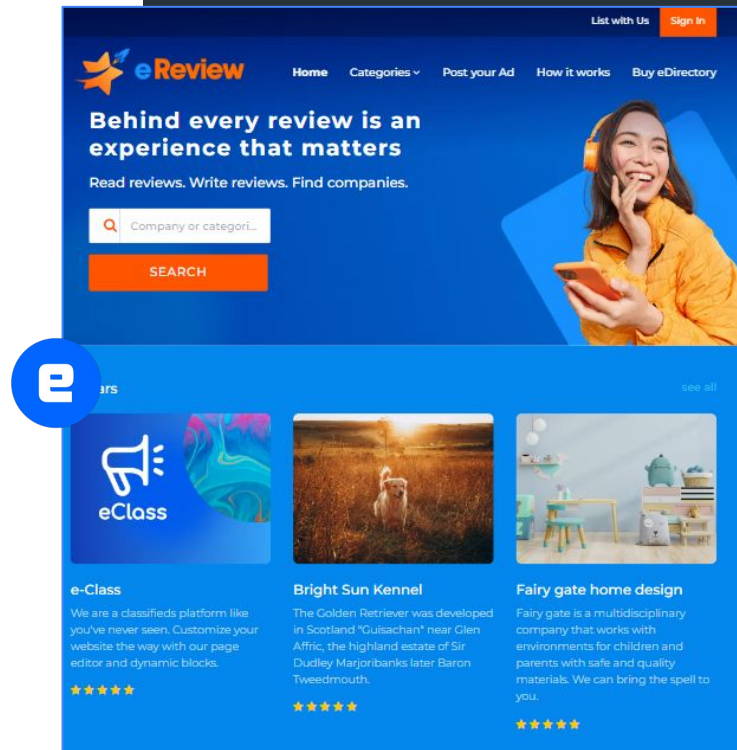
# What is a Buyer's Guide?

A buyer's guide website typically provides detailed information, comparisons, and recommendations on products or services within a specific category.

These guides aim to assist consumers in making informed purchasing decisions by offering insights into various options available in the market.

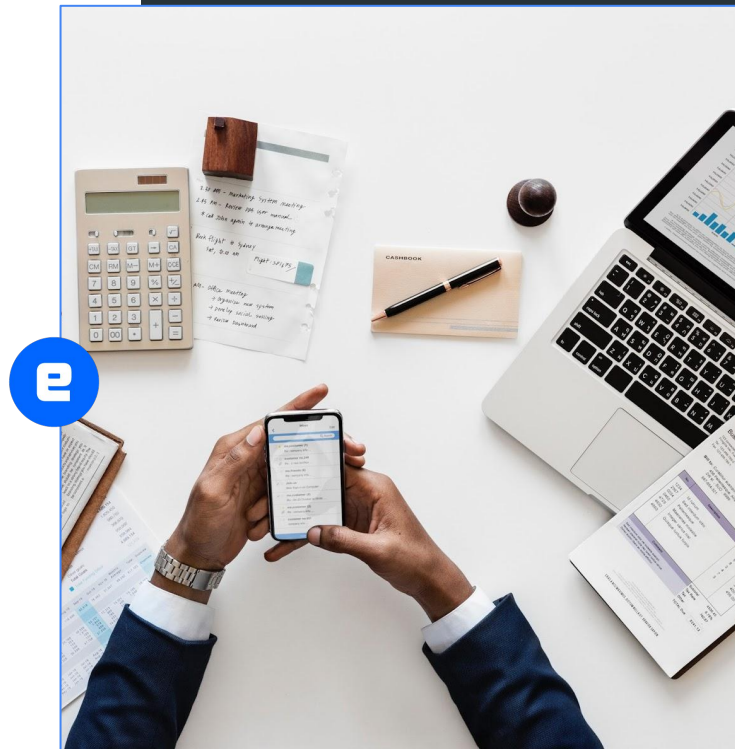
Curated and up-to-date content is key.

eDirectory is a perfect fit for a Buyer's Guide.



## 10 Tips to run a Buyer's Guide

1. Define your target audience
2. Thorough research
3. Organized structure
4. High-quality content
5. Visual aids
6. Regular updates
7. User feedback
8. SEO optimization
9. Promotion and marketing
10. Analytics and tracking



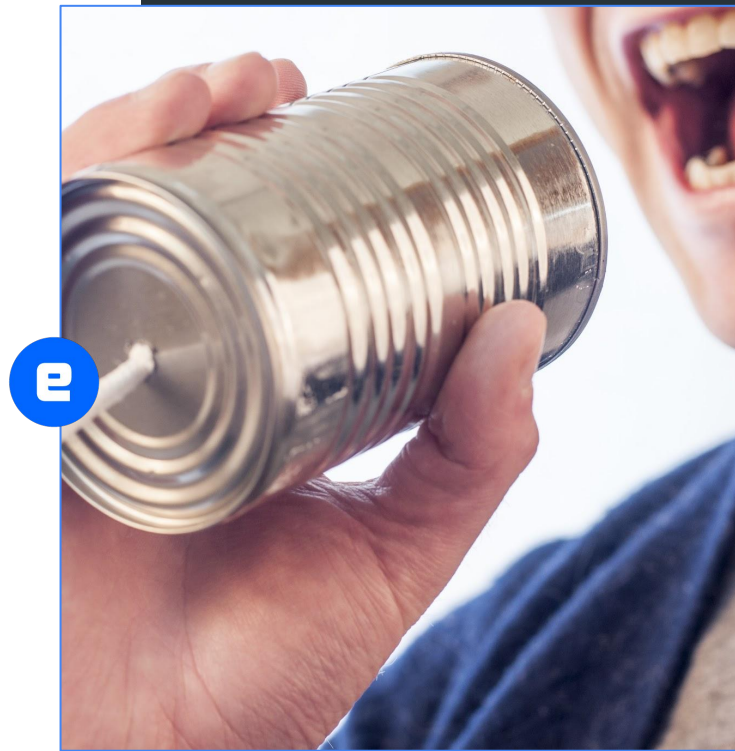


## What is Affiliate Marketing?

Affiliate marketing is a type of performance-based marketing where businesses reward affiliates for driving traffic or sales to their products or services.

It can be a lucrative monetization strategy for buyer's guides by providing value to users while earning commissions from affiliate partnerships.

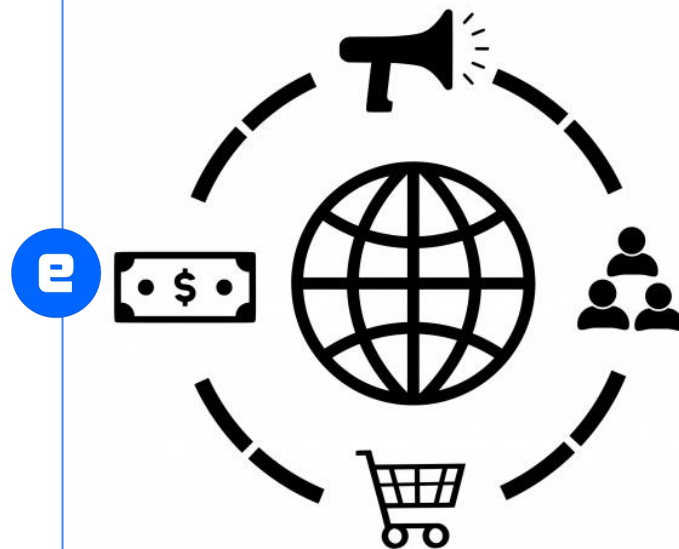
The most common form of affiliate marketing is the affiliate link. It can be placed in a text, in a banner ad, in a buy-button, in an image, etc.





## How it works?

1. Sign Up for a Program and get your unique links
2. Place them across your Guide
3. Visitor clicks the link
4. The referral cookie is added
5. Visitor makes a purchase
6. Commission attribution
7. Commission payout



CREATE A BUYERS GUIDE, MONETIZE WITH AFFILIATE MARKETING

# Affiliate Marketing + eDirectory

- Entire Site
- Blog Posts or Articles
- Classifieds
- Custom Pages
- CTA Buttons
- Banner Ads

The screenshot displays a website layout for an eDirectory. At the top, there are three featured articles: 'The Best Beginner Surfboards in 2024', 'The Best Winter Boots for Women of 2024', and a 'Nike air rider 15' shoe. Each article includes a small image, a title, a 'Buy now' button, and a brief description. Below these, there is a large banner for 'Adidas Solar Boost' shoes, featuring a 'Buy now' button and a 'See more' link. The main section is titled 'Best Running Shoes' and includes a 'Our pick' label. It showcases three running shoes: 'ASICS Men's Gel-Cumulus 24 Running Shoes', 'ASICS Men's Gel-Nimbus 25 Running Shoes', and 'Brooks Women's Glycerin GTS 20 Support'. Each shoe is accompanied by a 'Buy now' button and a 'See more' link. The website also features a chat bubble in the bottom right corner.

**The Best Beginner Surfboards in 2024**  
Really, they (and you, maybe) are missing the last of winter to buy something with the word "beginner" in it. Fair enough. Nobody enjoys the beginning of a new sport, especially a sport...

**The Best Winter Boots for Women of 2024**  
Winter can mean frigid temps, mud, slush, piles of snow, and everything in between. With that in mind, we've tested a wide variety of winter-worthy women's snow bo...

**Nike air rider 15**  
Buy now

**Adidas Solar Boost**  
Buy now

**Best Running Shoes**  
See more

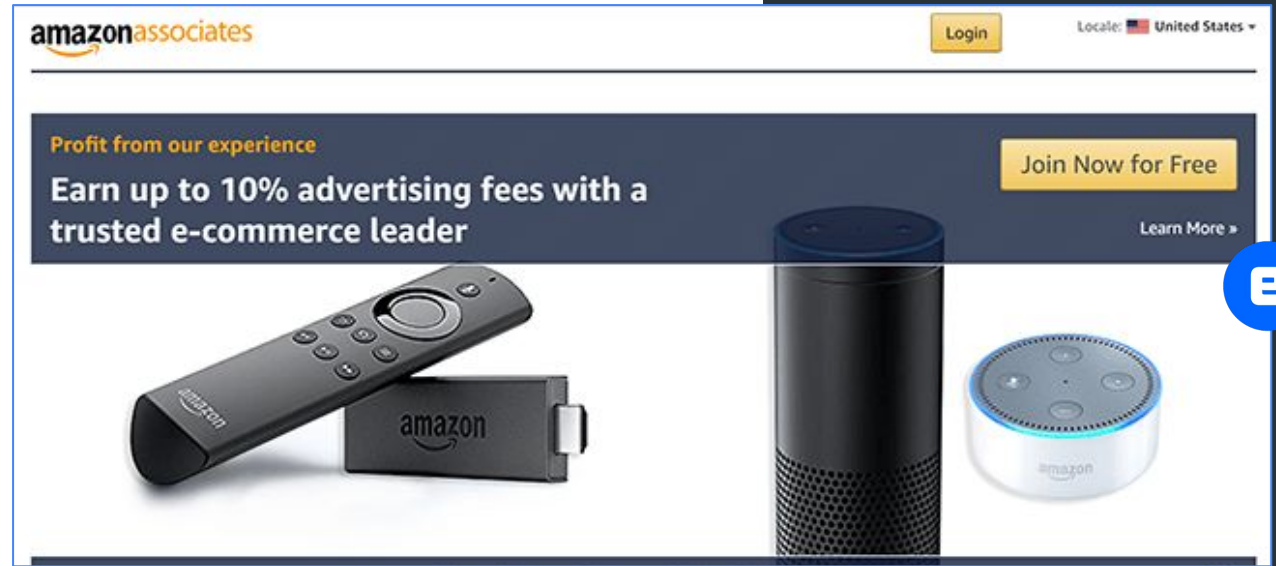
**Our pick**

**ASICS Men's Gel-Cumulus 24 Running Shoes**  
If you're looking for an all-around neutral trainer...

**ASICS Men's Gel-Nimbus 25 Running Shoes**  
If you're looking for an all-around neutral trainer...

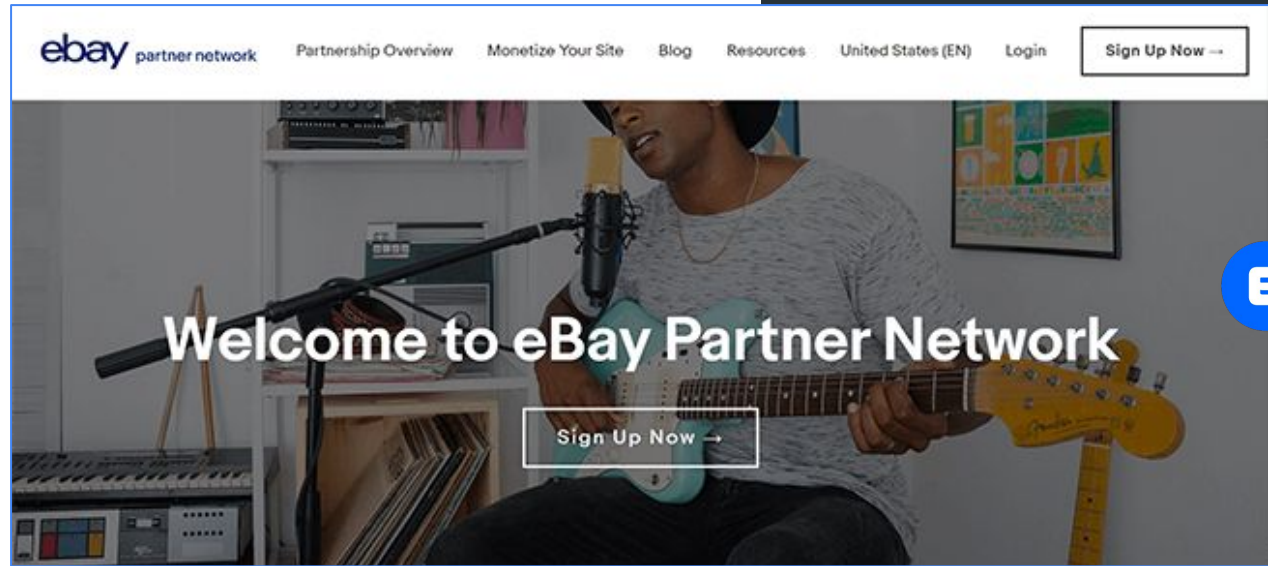
**Brooks Women's Glycerin GTS 20 Support**  
Questions? Let's chat!

# Amazon Associates



- Niche/product types: Anything sold on Amazon's website (including products from third-party vendors).
- Average commission rate: Ranges from 1% to 10% depending on the category.
- Minimum payout: \$10 for Amazon gift card or direct deposit.
- <https://affiliate-program.amazon.com/>

# eBay Partner Network



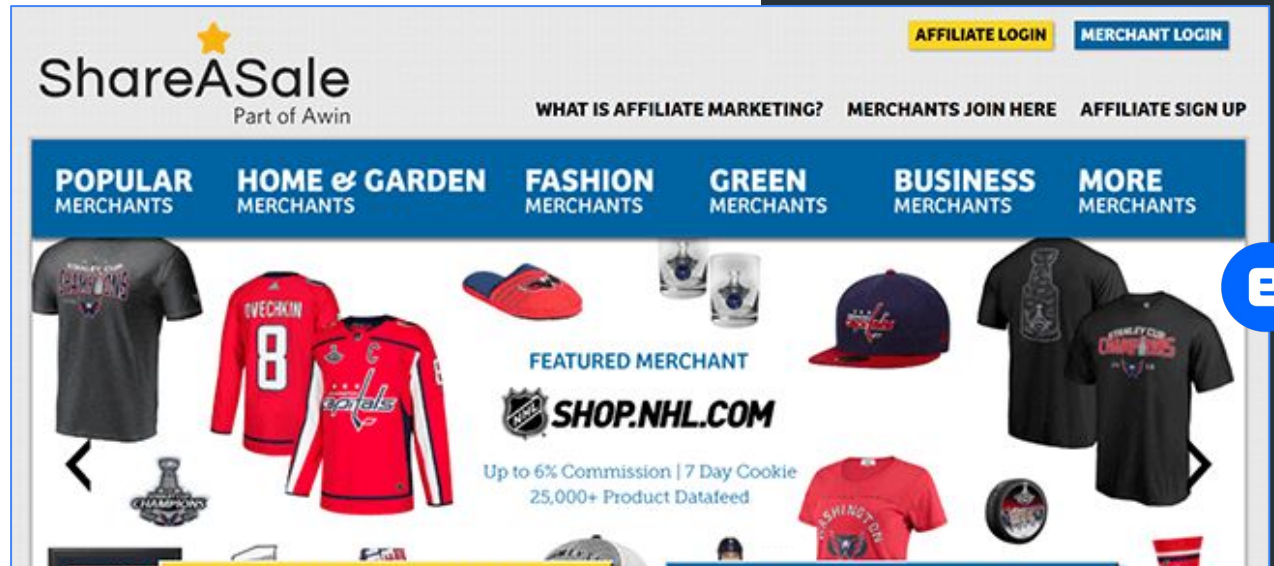
- Niche/product types: Mostly physical products, though you can earn for anything on eBay so you'll find digital products as well.
- Average commission rate: anywhere from 50%-70% of eBay's revenue (a percentage of eBay's own commission).
- Minimum payout: \$10
- <https://partnernetwork.ebay.com/>

# Walmart Affiliate



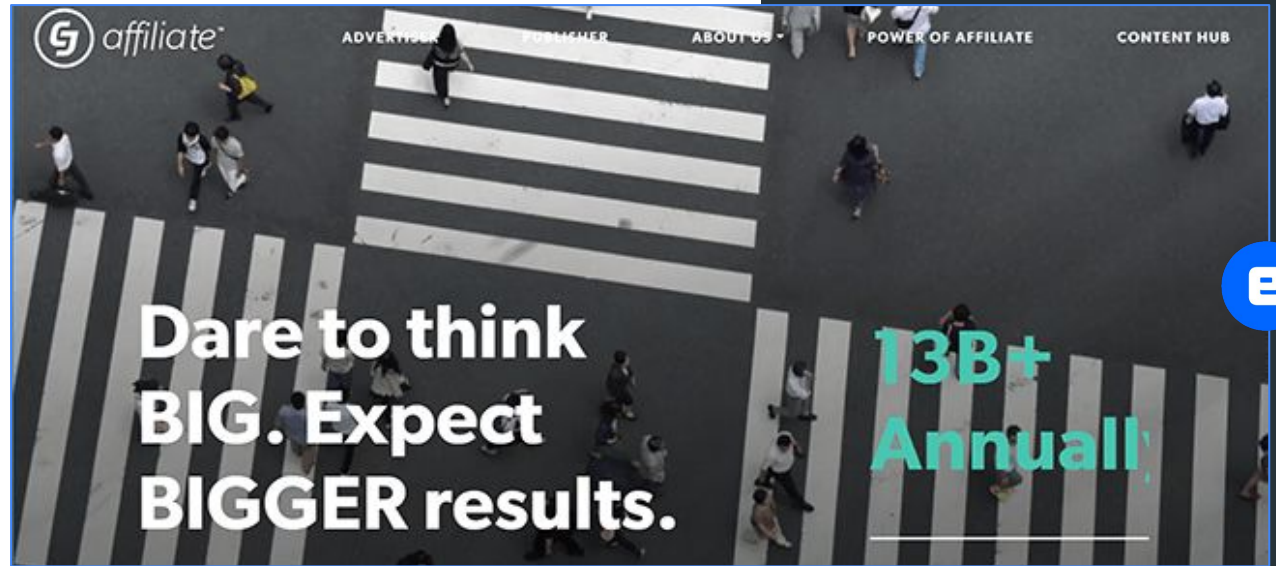
- Niche/product types: Anything sold on Walmart's website (which includes some third-party vendors)
- Average commission rate: Ranges from 1% to 18%. Most categories are 4% or 1%.
- <http://affiliates.walmart.com/>

## ShareASale



- Niche/product types: A little bit of everything, including both physical and digital products.
- Average commission rate: Depends on the specific merchant you sign up with.
- Minimum payout: \$50
- <https://www.shareasale.com/>

## CJ Affiliate



- Niche/product types: Like ShareASale, CJ covers a range of niches and both physical and digital products.
- Average commission rate: Depends on the specific merchant you sign up with.
- Minimum payout: \$50 for direct deposit or \$100 for check.
- <https://www.cj.com/>



## Awin AffiliateWindow



The image shows the Awin website header and main banner. The header includes the Awin logo (a stylized flame icon followed by the text 'AWIN') on the left, and navigation links for 'Advertisers', 'Publishers', 'Market Insights', 'News and Events', 'Contact', and 'About Us' on the right. There are also 'Sign up' and 'Login' buttons. The main banner has a brown background with the text 'We are affiliate marketing' in large white letters. Below this, it says 'Our global affiliate marketing network empowers advertisers and publishers of all sizes to grow their businesses online.' To the right of the text is a photo of two people sitting on a couch. At the bottom of the banner, there are three statistics: '13,000 advertisers' (with a person icon), '100,000 publishers' (with a person icon), and '148m sales generated in 2017' (with a bar chart icon). A blue circular logo with a white 'e' is overlaid on the right side of the banner.

**AWIN**

Sign up Login

Advertisers Publishers Market Insights News and Events Contact About Us

# We are affiliate marketing

Our global affiliate marketing network empowers advertisers and publishers of all sizes to grow their businesses online.

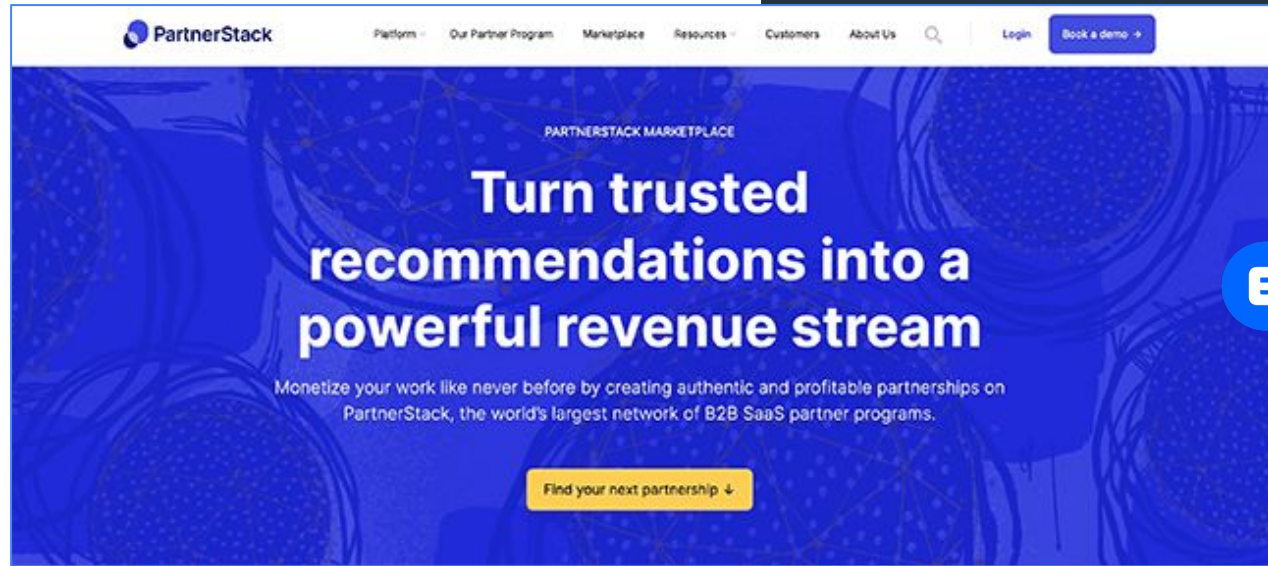
 **13,000**  
advertisers

 **100,000**  
publishers

 **148m**  
sales generated in 2017

- Niche/product types: With over 13,000 merchants, you'll find both physical and digital products for almost every niche.
- Average commission rate: Depends on the specific merchant you sign up with.
- Minimum payout: \$20
- <https://www.awin.com/>

# Partner Stack



- Niche/product types: B2B SaaS and tech products, digital-first products only
- Average commission rate: Depends on the specific merchant you sign up with, but commissions include cost-per-action and percentage structures.
- Minimum payout: \$5 USD
- <https://partnerstack.com/>

# QUESTIONS?

