

# *affilorama* EXPERTS IN AFFILIATE MARKETING TRAINING SINCE 2006

- ✓ TRAINING
- ✓ TOOLS
- ✓ COMMUNITY

Affilorama is the largest affiliate marketing community and education website on the Internet. We're dedicated to helping people of all skill levels build long-term, profitable, affiliate marketing businesses.

## ABOUT AFFILORAMA

Affilorama was founded in 2006 by prominent affiliate marketer, Mark Ling.

Mark drew on his eight years experience as both an affiliate and affiliate program manager to create Affilorama's first step-by-step video lessons.

Affilorama has grown to a membership of over 200,000 people worldwide and now offers free introductory video lessons as well as a range of comprehensive training and tool packages.

## OUR PHILOSOPHY

Affilorama's goal is to minimize the potential hurdles for aspiring affiliates, enabling them to see success from their affiliate businesses sooner.

We do this by providing straightforward step-by-step training and tools to simplify the technical demands of building an affiliate business.

Together these minimize the barriers to entry and put a profitable affiliate business within reach of anyone, regardless of skill or experience.

We have a worldwide team of affiliate consultants, writers, designers, video artists and software gurus.



### MEDIA RELATIONS

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## KEY FACTS

- Affilorama ranked 44th on the Deloitte Fast 50 index of the fastest-growing companies in New Zealand.
- Affilorama assists more than 200,000 members world-wide.
- Over 100 lessons are free to all aspiring affiliate marketers.
- Internet entrepreneurs Mark Ling and Simon Slade co-founded Affilorama in 2006.
- Affilorama employs 29 staff members.

## PRODUCTS OVERVIEW

Affilorama provides all the resources necessary for affiliate marketers to be successful. From 100 free lessons for beginners to paid premium products for experts,

Affilorama offers all the tools to maximize profits, regardless of experience level.

- **AffiloBlueprint** - This 12-module course covers everything pertinent to building an online business, including competition research, search engine optimization, pay-per-click, social media, email marketing, website optimization and website management. For more information, see pages 3-4.
- **AffiloJetpack** - Through this simplified site building system, affiliate marketers can choose one of 17 niches of readymade content on which to center their website, skyrocketing the process from launch to profits. Check out page 5 for additional details.
- **AffiloTools** - This cloud-based software provides a suite of marketing research tools for monitoring and improving website traffic, conducting market research and measuring website success. See page 6 for more specifics.

## AWARDS

**Deloitte Fast 50 - 44th fastest-growing company in NZ:** The Deloitte/Unlimited Fast 50 index celebrates the innovation, growth and success of growing businesses in New Zealand. The second time Doubledot Media, Affilorama's parent company, made the list, the company was ranked the 44th fastest-growing company in New Zealand.

**Air New Zealand Cargo Canterbury Export Awards – Small to Medium Exporter of the Year Finalist:** The Air New Zealand Cargo Canterbury Export Awards celebrate and recognize the outstanding achievements of exporters in Canterbury.

**Champion Canterbury Awards - Global Operator Finalist:** The Champion Canterbury Awards celebrate business excellence, passion and success recognizing the contribution small, medium and large enterprises make to the vitality of the Canterbury region.

**Vero Business Awards - Finalist:** The Vero Excellence in Business Support Awards recognize excellence in the field of business support. The awards honor those entities and individuals who make real contributions in providing quality products and services, making life easier for business owners.

**AmCham Export Awards - Exporter of the Year Finalist:** The AmCham-UPS Awards celebrate success and innovation in the import, export and investment sectors between New Zealand and its second-largest trading partners the US.

**Deloitte Fast 50 - 23rd fastest-growing company in NZ:** The Deloitte/Unlimited Fast 50 index celebrates the innovation, growth and success of growing businesses in New Zealand.

**Deloitte Technology Fast 500 Asia Pacific - Winner:** The Deloitte Technology Fast 500 Asia Pacific program recognizes technology companies that have achieved the fastest rates of annual revenue growth in Asia Pacific during the past three years.

### INTERVIEW AFFILORAMA'S CO-FOUNDER AND CEO

Simon Slade, co-founder and CEO of Affilorama and its parent company, Doubledot Media Limited, is available for interviews. Please contact him directly at +6439431635 or [simon@doubledotmedia.com](mailto:simon@doubledotmedia.com).

STEP-BY-STEP  
AFFILIATE  
TRAINING

# AFFILOBLUEPRINT

by *affilorama*



A comprehensive foundation course in affiliate marketing principles and strategies, designed to give participants the broad understanding and practical skills needed to build an affiliate business from the ground up.

AffiloBlueprint teaches key skills in starting and operating an online business — skills that are invaluable for many roles in organizations with an online presence.

The course is comprised of 12 modules of video lessons. Topics covered include competition research, search engine optimization, pay-per-click, social media, email marketing, website optimization and website management.

Participants are encouraged to build their own affiliate website as they progress through the course, thereby gaining practical, real-world skills.

Course material is presented as online, step-by- step video lessons with downloadable lesson notes and clear objectives for each module.

## BENEFITS FOR PROVIDERS

- Handles technical instruction (e.g., how to set up Web hosting) with easy-to-follow video lessons
- Entirely Web-based, ideal for online courses
- Includes examples of real-world, working affiliate sites with proven performance
- Does not require an existing website or any previous experience
- Practical, hands-on learning develops real-world skills
- Optional integration with AffiloJetpack allows participants to complete the course and see results in a tight timeframe

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# AFFILOBLUEPRINT CURRICULUM

## Introduction and market research

- How affiliate marketing works
- Identifying profitable niches
- Setting up accounts on affiliate networks
- Implementing affiliate tracking codes
- Understanding buyer intent
- Keyword research
- Competition analysis

## Building a niche affiliate website

- Registering a domain name
- Setting up Web hosting
- Building a website with WordPress
- WordPress plugins and themes
- Website content strategies
- Monetizing an affiliate website

## Tracking and analytics

- Tracking affiliate sales
- Tracking traffic with Google Analytics
- Troubleshooting poorly performing websites

## Inbound marketing strategies

- Search engine optimization
- Link building strategies
- Video and viral marketing
- Social media marketing
- Permission marketing
- Subscriber list marketing

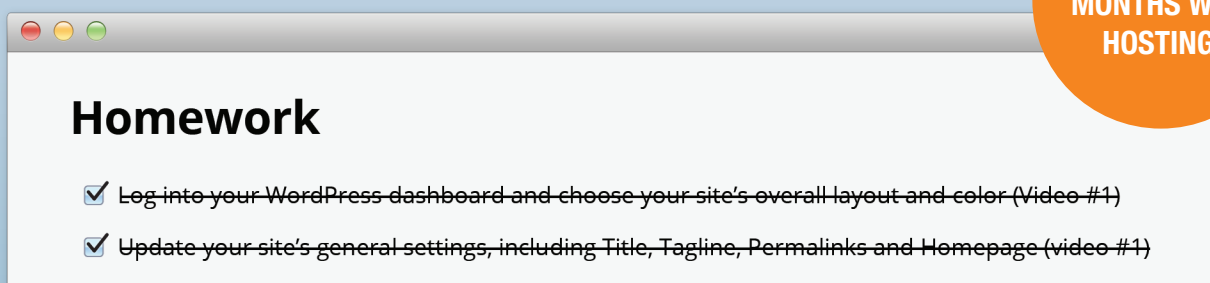
## Pay-per-click traffic strategies

- Setting up accounts on PPC networks
- Keyword research for PPC
- Writing ads for PPC
- Landing page optimization
- Conversion tracking
- Content versus search networks
- Bidding and optimization strategies

## INCLUDES

- 12 months Web hosting on a custom domain
- Simplified WordPress installation
- "AffiloTheme" WordPress theme

**INCLUDES 12 MONTHS WEB HOSTING**



**Homework**

- Log into your WordPress dashboard and choose your site's overall layout and color (Video #1)
- Update your site's general settings, including Title, Tagline, Permalinks and Homepage (video #1)

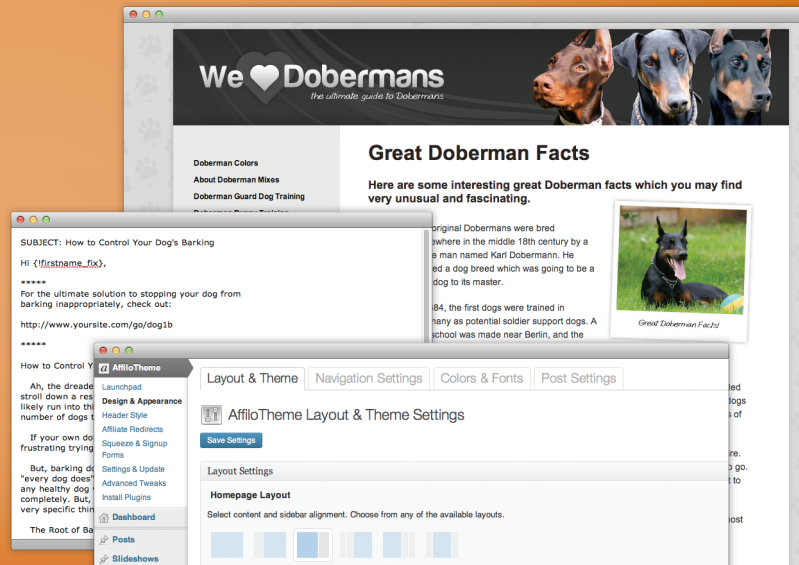
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CREATE  
AFFILIATE SITES  
FASTER

# AFFILOJETPACK

by *affilorama*



Ready-made website content and website building tools designed to make producing an affiliate site considerably faster, so that users can spend more time focusing on marketing strategies and sales optimization.

AffiloJetpack is designed to complement a hands-on affiliate marketing course, where participants build and market their own affiliate site.

By providing ready-made website content, marketing material and a simplified site building system, AffiloJetpack allows users to produce a fully featured affiliate website in a much shorter space of time. Users can spend less time building their website and more time focusing on marketing and promotion strategies.

Building a website is drastically simplified with easy installation of WordPress. Users develop real-world skills in Web development and administration on a widely used content management system.

AffiloJetpack offers 17 content packs based around different niche topics. Users can choose five packs (equivalent to five websites).

Each niche has been chosen for its long-term profitability, and users are able to investigate the different characteristics that make a niche "profitable" for affiliates.

## INSIDE EACH NICHE PACK

- Article research "snippets" for easy website article development
- One year email subscriber sequence, with built-in promotions for affiliate products
- Recommended affiliate products
- Three incentive eBooks
- Customizable graphics
- Keyword and competition research
- 12 months Web hosting on a custom domain
- Simplified WordPress installation
- Pre-installed with AffiloTheme – our custom WordPress theme that simplifies many aspects of website administration and optimization

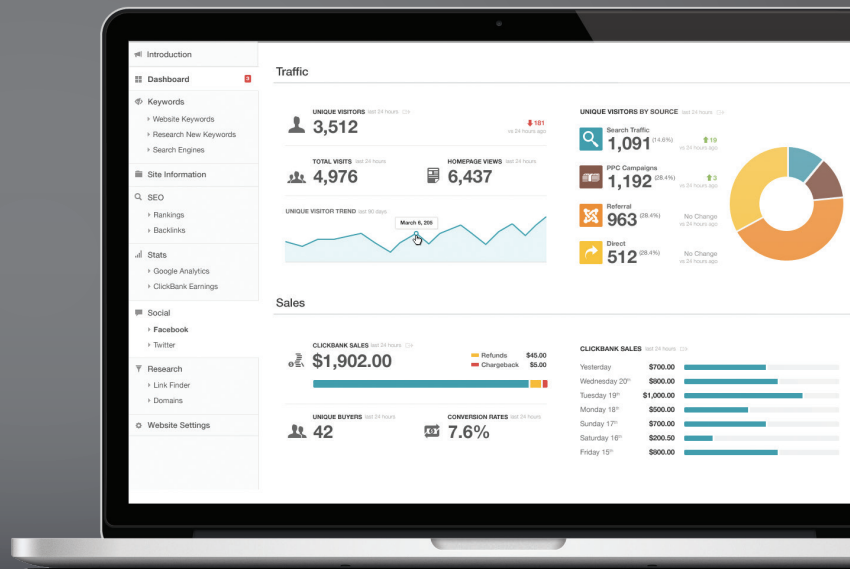
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# AFFILOTOOLS

by *affILORAMA*



A suite of tools for monitoring and improving website traffic, conducting market research, and measuring the success of search engine optimization and marketing efforts.

AffiloTools is cloud-based software that combines data from a range of sources to provide “bigger picture” website analytics for affiliates and online marketers.

AffiloTools is useful at all stages in a website’s life cycle: from initial keyword and competition research, all the way through to monitoring search engine rankings and tracking social media activity.

The capacity for sharing projects and data means that users can collaborate, work in teams, or share data.

Fully cloud-based with no software to install, AffiloTools is compatible with the full spectrum of Web devices.



## AFFILOTOOLS FEATURES:

- Chart traffic volumes and affiliate network earnings
- Monitor search engine rankings in Google and Bing (including regional variations)
- Track backlinks and backlink value
- Find new link partners with the highly targeted link finder tool
- Monitor the health of a website, including on-page SEO errors, website speed, pages indexed and page errors
- Spot trends with a greater array of data over time
- Analyze competitors’ websites and evaluate the strength of the competition
- Monitor and manage Facebook and Twitter social media traffic

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## SIMON SLADE, CEO AND CO-FOUNDER, AFFILORAMA

Simon Slade, CEO of Affilorama, founded the company in 2006 with Mark Ling, director at Affilorama. In this role, Slade oversees the strategic direction of the company, manages and contributes to product design and supervises staff and daily operations.

Ling, with a background as an affiliate product owner and program manager, created Affilorama's first step-by-step video lesson. Then he joined forces with Slade, drawing on his background in sales and technology, to launch Affilorama as its own venture. **"Our mission is to help minimize the potential hurdles for aspiring affiliates, enabling them to see success from their affiliate businesses sooner,"** said Slade. **"We do this by providing simple yet powerful products that help them achieve this."**

Since its inception, Affilorama now boasts more than 200,000 members worldwide and provides free introductory video lessons and a range of comprehensive training and tool packages for aspiring affiliates.

In 2001, Slade began his sales and technology journey as a sales representative at Sellagence Limited. Two years later, he moved to Hewlett-Packard as its South Island territory manager. Prior to, Slade graduated from Griffith University with a Bachelor of Business Management and a bachelor's in marketing.

To his credit, Slade was a Global Operator Finalist at the 2008 Champion Canterbury Awards and an Exporter of the Year Finalist at the 2008 AmCham Export Awards. That same year, Deloitte Technology recognized Doubledot Media, Affilorama's parent company, as one of the 500 fastest-growing companies in Asia Pacific, as well as the 23rd fastest-growing company in New Zealand. Deloitte recognized Slade's company again in 2010 as the 44th fastest-growing company in New Zealand.

In his spare time, he serves as vice president of the Mt. Pleasant Squash Club, and he also enjoys snowboarding and discussing startups.

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## MARK LING, DIRECTOR AND CO-FOUNDER, AFFILORAMA

Co-founder of Affilorama Mark Ling created the company in 2006 in conjunction with Co-founder and Affilorama CEO Simon Slade. As director at Affilorama, Ling supports product creation, email marketing, webinar marketing, performing launches, and liaising with and attracting partners and affiliates.

After graduating from Canterbury University with a Bachelor of Science in Psychology, Ling developed Affilorama's first step-by-step video lesson. **"After making money online for seven years, and then spending a lot of one-on-one time with friends and family members teaching them how to make money online, I decided to create Affilorama to teach people how to set up profitable affiliate websites,"** said Ling. **"Later, after partnering with Simon Slade on this venture, we expanded the training, software and reach of Affilorama into other areas of online marketing as well."**

Supported by his entrepreneurial experience and background as an affiliate product owner and program manager, Ling teamed up with Slade, drawing on his background in sales and technology, to launch Affilorama as its own venture.

Since its inception, Affilorama now boasts more than 200,000 members worldwide and provides free introductory video lessons and a range of comprehensive training and tool packages for aspiring affiliates.

Ling has been recognized at the Champion Canterbury Awards; Doubledot Media, Affilorama's parent company of which Ling is also co-founder and director, has also been honored with this accolade. In 2008, Deloitte Technology recognized Doubledot Media as one of the 500 fastest-growing companies in Asia Pacific, as well as the 23rd fastest-growing company in New Zealand. Doubledot Media was again honored by Deloitte in 2010 as the 44th fastest-growing company in New Zealand.

In his free time, Ling strongly supports World Teacher Aid, a charity organization that builds classrooms and provides breakfast to African children.

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## MEMBER TESTIMONIALS

I just wanted to thank you for changing my outlook on EVERYTHING to do with affiliate marketing. I am a youngin' as some might say, being in this game at only age 20. I started to dabble in affiliate marketing back when I was only in ninth grade. I have spent years searching the Internet for a way to properly set up a business online, but my search never yielded any fruit. I can finally say I have found that golden opportunity. Mark, your help has been OUTSTANDING and the level of support you give for this product is unheard of. The only thing I am disappointed in is not finding this place sooner! I don't know how else to say it, but this program is the ONLY program you need to make yourself a great living online. After following the 90-day plan, I am now earning more as an affiliate than I did at my regular job here in town.

— **Adrian Barrett, Canada**

What I love about AffiloBlueprint is that it's simple, and it's to the point, and easy to follow — even if you're computer shy. It covers everything — from setting up a website, marketing it and increasing conversions. It teaches ethical business practices to please all the search engines, and it's taught by an expert who has seen it all and is willing to share his money-making techniques.

— **Derek Anchan, Mumbai, India**

The best thing about AffiloJetpack is that everything is done for you, and all you need to do is follow the step-by-step instructions to set up your sites. It doesn't get any easier than that! It cuts out the confusion and analysis paralysis that stops newbies from taking action. Even if you're a complete newbie, you can set up a profitable site in no time. You'll also save a lot of time dithering about which niche to go into, or creating content, and you'll save a fortune on content writers. It simply cuts out the learning curve. Everything is easy to do, and you can feel secure in the knowledge that all the niches provided are winners.

— **Adjia Hakem, United Kingdom**

There's usually a point in building an online business where you hit an unexpected wall, and sometimes it will stop your progress completely. AffiloJetpack allows you to effortlessly float over each pending obstacle by giving you all the resources you need. This program is powerful but so simple to use that, honestly, my 14-year-old daughter can do it. Ask me how I know ;)

— **Brian Stephenson, USA**

### Social

- <http://affilorama.com/blog>
- <http://facebook.com/affilorama>
- <http://twitter.com/Affilorama>
- <http://plus.google.com/+Affiloramaplatform/posts>
- <http://affilorama.com/blog/rss>

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