



Case Study – Sephra Chocolate – Affiliate Marketing

Client

Rick Muir

Industry:

Food Industry

Strategy:

Affiliate Marketing.

Year:

January 2010

Challenge:

Sephra is the leading manufacturer of chocolate fountains in the world. Sephra L.P Company approached Samskriti Business Solutions to manage affiliate marketing and generate revenues through various affiliate networks such as Shareasale, Pepperjam, Commission Junction, and LinkShare.

Key Focus:

Increasing the monthly targets with respect to orders and revenues, exploring new affiliate networks and marketing strategies.

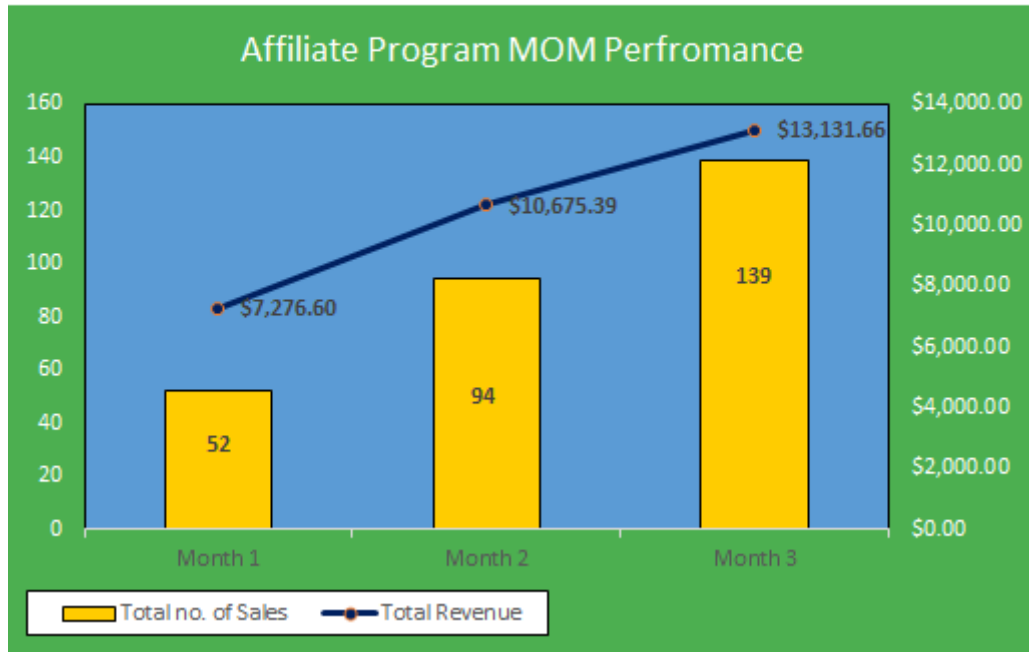
Solution:

- Over the period since January 2010, we have generated 400% increase in the orders and revenues through our marketing efforts from different affiliate networks like Shareasale, Pepperjam, Commission Junction and Linkshare.
- Identify similar vertical affiliates, competitors & their affiliates, existing network affiliates related to the business, coupons sites and send invitations to join affiliate program.
- Review and accept the affiliates related to chocolate vertical and who meet the guidelines.
- Create & upload new text links, banners and seasonal offers for the affiliates.
- Create product feed and make all products of the website available to the affiliates for promotions.
- Encourage the top performing affiliates to contribute more number of orders and revenues, by giving incentives and providing suggestions on affiliate promotion best practices.
- Continuous follow-up with the affiliates regularly and taking feedback and providing suggestions.
- Sending bi-weekly and monthly reports along with improvements in the sales to the client.



SEPHRA CHOCOLATE RESULTS:

SEPHRA®



20% GROWTH IN AOV

23% GROWTH IN REVENUE

AVG 48% MOM GROWTH IN # OF ORDERS





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Client Testimonial

Rick Muir Says -

"We have worked with Samskriti Business Solutions for the past three years. They have handled the complete management of all of our affiliate marketing efforts. The result has been a 400% increase in our affiliate marketing revenue. They are extremely professional in every aspect of performing the Affiliate Marketing function for our company.

The bi-weekly and monthly reporting they provide is always timely and accurate. They have aggressively pursued expanding the affiliate base and continue to do so each week."