

Cum sa castigi mai mult din afiliere prin campanii SEM

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Cum sa castigi mai mult din afiliere prin campanii SEM

- Ce ar trebui sa ai in vedere inainte de a te inscrie intr-un program de afiliere
- Good ol' SEM
- Product Comparison
- ProductInfo & Vouchers
- Studiu de caz: "2 step approach"



Ce ar trebui sa ai in vedere inainte de a te inscrie intr-un program de afiliere

Programele de afiliere iti ofera o metoda unica si foarte motivanta de a face bani. Fie ca activezi in industria de marketing online sau vrei sa iti diversifici sursele de venit, marketingul afiliat local si international iti poate genera sume interesante.

Primul lucru pe care trebuie sa il ai in vedere:

Cui i se adreseaza programul. O parte din programele de afiliere sunt foarte stricte in privinta afiliatilor - vezi industrii precum gambling, sport, vanzari engros, b2b
Alege programele de afiliere pentru care audienta generata de tine este relevanta

Cum vrei sa fii rasplatit?

Un alt lucru pe care trebuie sa il ai in vedere sunt metodele de remunerare: PPS, PPL
PPC (neaplicat in .ro).

In functie de obiectivele tale ar trebui sa alegi un program care sa te avantajeze.



Ce ar trebui sa ai in vedere inainte de a te inscrie intr-un program de afiliere

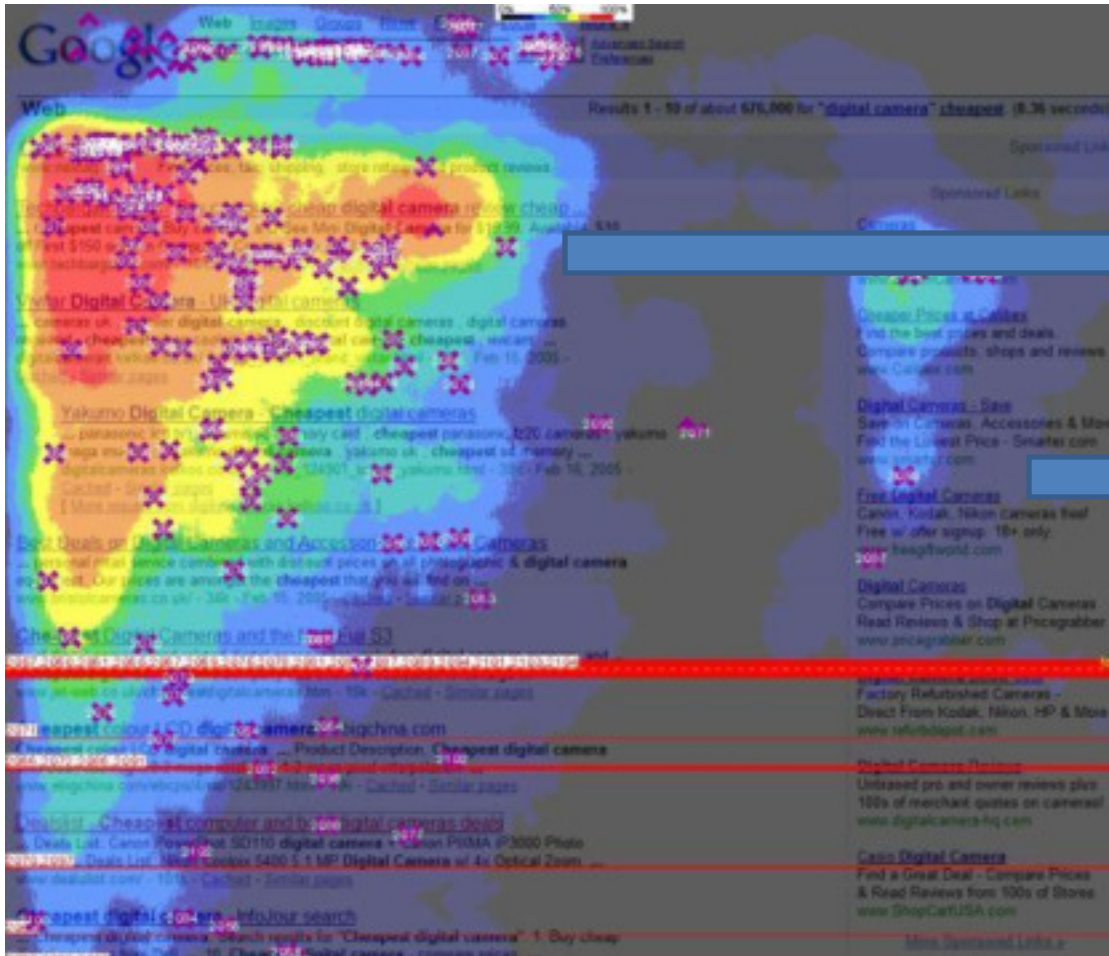
Fii atent la comisionul platit

Compara comisionele platite de furnizori similari. Daca gasesti un program care iti ofera comision 10% iar altul 30% poate ar fi nepotrivit sa il alegi care plateste mai putin

Cea mai potrivita abordare

Cerceteaza bine programele si particularitatile lor .Daca ai neclaritati trimite un mail reprezentantului, pana la urma ei sunt interesati sa isi creasca vanzarile si sa aibe cat mai multi afiliati in program asa ca de cele mai multe ori sunt prompti si amabili.

Good ol' SEM



SEO Top 5:
Rata de click
30-60%

AdWords:
Rata de click
2-20%



Good ol' SEM



magazin blugi

Căutați

Aproximativ 361.000 (de) rezultate (0,12 secunde)

Căutare avansată

- Toate
- Imagini
- Videoclipuri
- Știri
- Mai multe

București
Schimbați locația

- Rețeaua web
- Pagini scrise în română
- Pagini din România
- Pagini străine traduse
- Mai multe instrumente

[Blugi dama, blugi barbati - Magazin online blugi, jeans dama si ...](#)

La noi gasiti modele trendy de **blugi** dama si barbati. **Magazin** online cu **blugi** pentru femei si barbati, **blugi** rupti, **blugi** trendy.

[www.escapestarjeans.ro/](#) - În cache - Pagini similare

[Blugi Barbati - | originalshop.ro](#)

Magazin online de **blugi** pentru barbati la cele mai mici preturi si calitate deosebita. **Blugi** marca Energie, Toga, kosmo Adidas originali.

[www.originalshop.ro/haine-barbati/blugi-barbati](#) - În cache

[Escape Star Jeans – Magazin online de jeans \(blugi\) | Magazine de ...](#)

12 Feb 2010 ... Escape Star Jeans este un **magazin** online care ofera diverse produse de imbracaminte: jeans femei si jeans barbati, jachete **blugi**, fuste, ...

[magazin-haine-online.com/.../escape-star-jeans-magazin-online-de-jeans-blug/](#) -

În cache - Pagini similare

[Magazin online de blugi ESCAPE STAR in Imbracaminte, Comert ...](#)

Prezentare website **Magazin** online de **blugi** ESCAPE STAR in Imbracaminte, Comert - ZaleVirtuale.ro.

[www.zalevirtuale.ro/.../magazin-online-de-blugi-escape-star.html](#) - În cache - Pagini similare

[Mattex International](#)

Intra in site|Enter.

[www.mattex-jeans.ro/](#) - În cache - Pagini similare

[Sighisoara Jeans Planet - Magazin de imbracaminte de calintate ...](#)

Sighisoara Jeans Planet - **Magazin** de imbracaminte de calintate - Despre noi - Haine pentru toate gusturile, **Blugi**, Cadou, Bluze, Lenjerie, Costum, Rochie, ...

[jeansplanet.ro/](#) - În cache - Pagini similare

Anunțuri

[Blugi de firma de vanzare](#)

Preturi reduse cu pana la 90%
Transportul Gratuit prin Posta
[www.ssshoeess.ro](#)

[20.000 de Adidas](#)

Adidas de vanzare online din peste
1000 modele Originali din stoc.
[www.merxmarx.com](#)

[Colectia Outlet 2010](#)

Preturi de la 24,90 la bluze, fuste
topuri, camasi, rochii, bolerouri
[www.zenda.ro](#)

[Promotii Haine de Firma](#)

Mergi la Shopping, fa-ti un cadoul
Reduceri si preturi de outlet.
[www.fashionhouse.ro](#)

[Blugi dama 2011](#)

Cei mai frumosi jeansi model 2011
Comanda acum **blugi**, pantaloni sexy
[www.starshiners.ro/jeans-2011](#)

[Blugi](#)

Sute De Modele De **Blugi** Disponibile
Cele Mai Mici Preturi. Intra Aici!
[www.okazii.ro/Blugi](#)



Campanii Facebook

The image shows a screenshot of a Facebook profile page for Marius Lazarescu. The page layout includes a profile picture, cover photo, and navigation tabs (Wall, Info, Photos). The main content area displays a post from Corina Cristescu, followed by a 'RECENT ACTIVITY' section. On the right side, there is a 'Create an Ad' section with three sponsored advertisements. The second advertisement, for a Mitsubishi Lancer, is highlighted with a red rounded rectangle. The advertisement text reads: 'Lancer la 10990 Euro', 'Începeți gratuit un an. 75 de zile în plus la maxim. Într-un Mitsubishi Lancer.', and 'Biodiversitatea'.

Exemplu campanii Facebook PPC



Campanii Neogen

Reclame Text

Cautare studenți ascuți

Sunt: Caut: Orasul:

Varsta intre: online 2008

Siti cum arata jumatatea ta?

Alege o femeie si ti vom trimite pe e-mail profilul ei compatibil.

Click-bait si titluri plumb

Este o femeie simpata,abila, stabil, performanta.

Angajare foto

Plata este de 100 RON Luna si \$20 bonus daca esti acceptat!

Anunțuri interloare

Grete, Fanta, Pichel, Rogin, Zupran, Indelata, Fivocul-6!

Mesaj Promotional

Vrei casa ta?

- 1) In prezentare
- 2) In prezentare
- 3) In prezentare
- 4) In prezentare

Completati formularul de mai jos si va vom contacta in scurt timp pentru a prezenta detaliile apartamentului de care vorbim!

nume:

preznume:

telefon:

email:

telefon mobil:

numar de identificare:

Exemplu campanii Neogen



Atentie la conditiile impuse de comercianti

The screenshot shows a Mozilla Firefox browser window with the URL <http://www.zparale.ro/campaigns/its-time-to-fashionup>. A modal dialog box titled "Termeni si conditii" is displayed in the center. The text inside the dialog reads: "Nu se accepta promovarea prin sisteme PayPer Click prin intermediul ovinselor cheie care folosesc numele brandului FashionUp sau FashionUp.ro". Below the text is a button labeled "Sunt de Acord cu Conditile de Utilizare". The background page is a campaign landing page for FashionUp, featuring the "parale" logo and the text "It's time to FashionUp!". The right sidebar contains a "Details Campanie" section with the following information:

Status	Active
Pay Per	Vanzare
Comision	Vanzare 10.0%
Vanzari Recurente	O luna
Aplicati Permise?	Da

Recomandari SEO offsite .ro

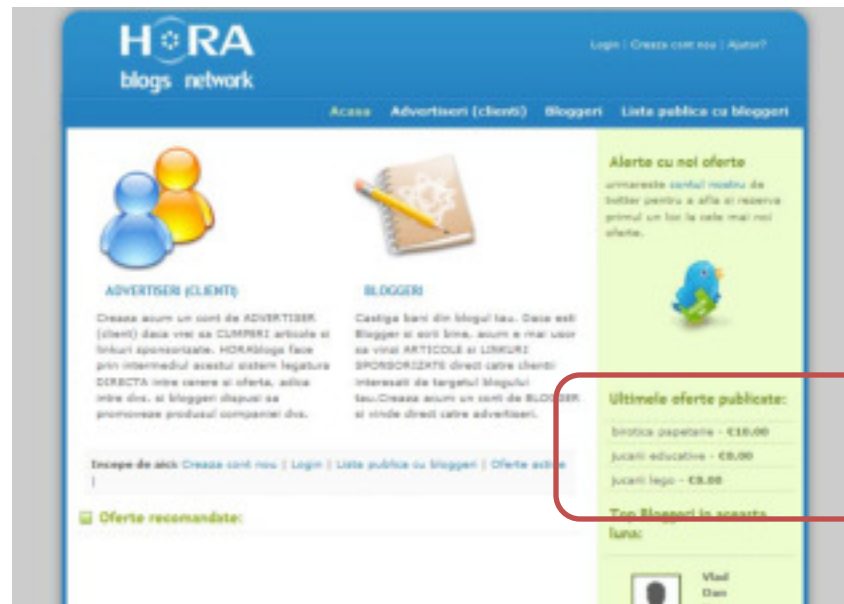
- Piatadelinkuri.trafic.ro

Site-uri care oferă parteneriat 1246 Rezultate - 19 February 2011

Site	Data ofertei	Pozitie	Categorie	Google PageRank	Link		Conținut (advertoriale)		
					Schimb	Vând	Schimb	Vând	
www.piatadelinkuri.ro	03-02-2011	153	Cautare/Portal	3/10	✗	.09 €	✗	12 €	Vezi detalii
www.piatadelinkuri.ro	05-02-2011	3.226	Turism	3/10	✓	.9 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	16-02-2011	4.841	Stinta/Tehnologie	3/10	✓	1 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	01-02-2011	2.351	Afaceri/Comert	3/10	✗	1 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	18-02-2011	1.887	Cautare/Portal	4/10	✓	1 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	09-02-2011	30.175	Diversiment	În procesare	✗	1 €	✗	2 €	Vezi detalii
www.piatadelinkuri.ro	13-02-2011	12.539	Arta/Cultura	3/10	✓	1 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	18-02-2011	22.923	Afaceri/Comert	5/10	✓	1 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	02-02-2011	3.071	Muzica	3/10	✗	1 €	✗	3 €	Vezi detalii
www.piatadelinkuri.ro	14-01-2011	35.278	Companii/Firme	2/10	✓	1 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	09-01-2011	29.205	Companii/Firme	3/10	✓	1 €	✗	✗	Vezi detalii
www.piatadelinkuri.ro	08-02-2011	31.093	Companii/Firme	În procesare	✓	1 €	✓	10 €	Vezi detalii
www.piatadelinkuri.ro	27-12-2010	16.054	Regional	3/10	✗	1 €	✗	✗	Vezi detalii

Recomandari SEO offsite .ro

- Hora Blogs Network



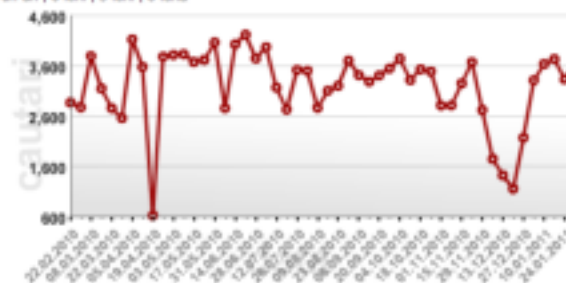
Instrumente folositoare in campaniile SEM

- Google AdWords Keyword Tool
- Google Trends
- Trafic.ro Tools - statistici cuvinte cheie

Cautari*	Construcții derivate
	1.177 parchet laminat
	1.036 parchet
	880 parchet laminat preturi
	444 parchet bambus
	306 parchet masiv
	263 raschetar parchet
	182 parchet stratificat
	151 parchet iefin
	132 raschetare parchet
	109 parchet triplustratificat

* in ultimele 7 zile

un an | 6 luni | 3 luni | o luna

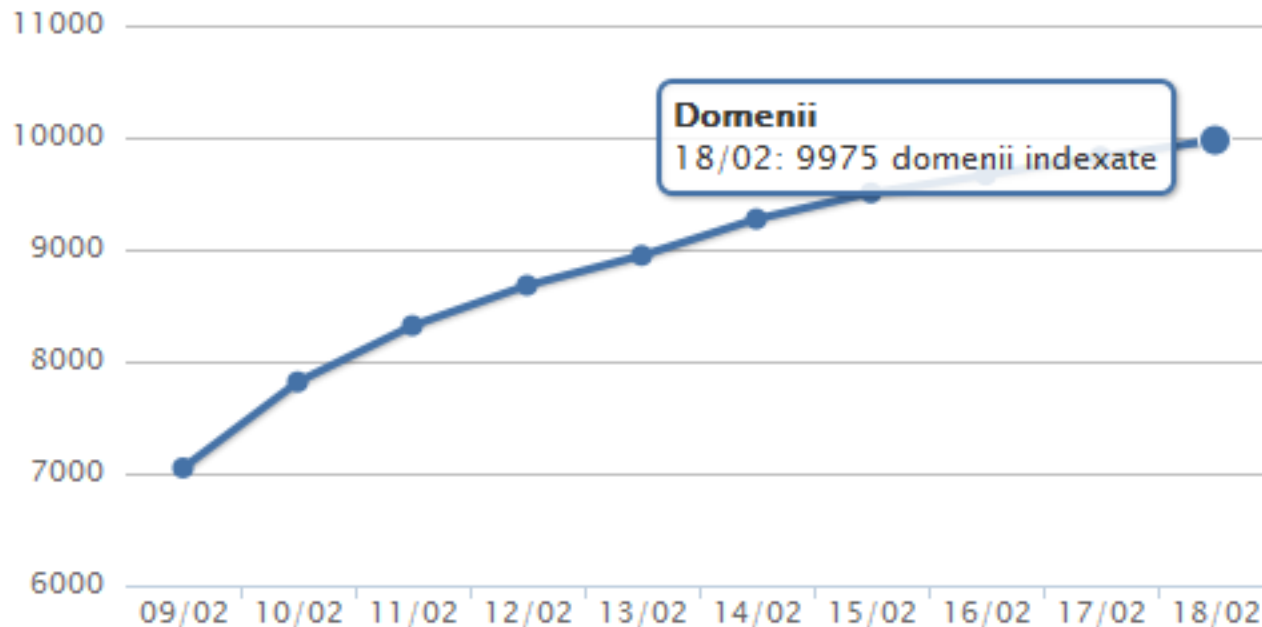


- AdWords Monitor

Today's AdWords Monitor

- Website-uri indexate

Evolutia domeniilor indexate in ultimele 10 zile



Today's AdWords Monitor

- Informatii despre industrie/concurenta:

Listare websites				
Website / Cuvinte cheie	Ultima indexare	Expresii	Poz. medie	Optiuni
www.paralela45.ro	2011-02-19 00:31:15	620	1.4	Vezi anunturi
<p><i>grecia bulgaria litoral, turcia litoral, turcia litoral vacanta, turcia litoral vara, turcia bulgaria litoral, mici litoral oferte, turcia ieftine, mici alege litoral, transport litoral oferte, mici grecia turcia, bulgaresc sejururi vacanta, bulgaresc litoralul vacanta, turcia online ieftine, turcia tarife, ofertevacanta vacanta oferte, oferte litoral romania, obzor albena litoral, transport vacante ieftine, transport sejururi vacante, bucuresti turcia oferte, bucuresti turcia speciale, bulgaria vacante, speciale turcia chartere, sands reduceri litoral, sands albena litoral, bulgaresc sejururi pentru, early bulgaria litoral, transport bulgaria vacante, bilete oferte vacante, dispunem paris oferte, preturi bodrum antalya, incl charter oferte, reduceri cele antalya, antalya turcia, super antalya turcia, oferte antalya, albena vacanta pentru, turcia vara, turcia minime litoral, litoralul sejururi pentru, litoralul sejururi vacanta, bulgaresc reducere litoral, rezerva vara antalya, acum antalya, litoral bulgaria grecia, preturi cele antalya, preturi bune antalya, cele bulgaria litoral, minime bulgaria litoral, rhodos vara oferte, vacanta creta, turcia minime ieftine, antalyalist, litoralbulgaria ieftin bulgaria, litoral turcia last,</i></p>				

Today's AdWords Monitor

- Informatii despre industrie/concurenta:



Today's AdWords Monitor

Cele mai recente campanii Google AdWords intrate in sistem:

www.pensiuneastraja.ro	2011-02-18 22:38
credit.creditulbravo.ro	2011-02-18 22:14
www.autowestromania.ro	2011-02-18 21:50
www.orbitalsolution.ro	2011-02-18 21:25



Product Comparison

The screenshot shows a Google search for "web hosting offer" in a Mozilla Firefox browser. The search results page includes a search bar, navigation links, and a list of search results. Three red boxes highlight specific results:

- Top 10 Web Hosting 2011 - Compare the Best 10 Web Hosting**: A link to a comparison page with the subtext "Get a Free Setup & Free Domain!" and the URL "top10bestwebsitehosting.co.uk".
- WEB HOSTING TOP 10 • BEST WEB HOSTS February 2011**: A link to a review page with the subtext "Our process for selecting, evaluating and ranking web hosting companies and their offers includes: Reputation. We have reviewed all well known web hosting ...".
- Best 10 - UK Web Hosting**: A link to a review page with the subtext "UK Web Hosting Reviews & Rankings Top UK Web Hosting Reviews" and the URL "www.hosting-review.com".

Other visible search results include:

- Web Hosting Offer**: "Complete Hosting with Free Domains+ Unlimited Traffic - Order from 1&1" with URL "www.1and1.co.uk".
- Web Hosting - From £2.61, 99% Uptime Guarantee**: "24/7 Tech Support. Sign Up Now!" with URL "www.hostnet.com".
- Vidahost - Web Hosting Offer Extended**: "4 Mar 2010 ... Vidahost are well-known for their fast and friendly approach to webhosting. Vidahost offer everything you could possibly need including ...".
- QA Webhosting >> Life Hosting | One Payment | No Monthly Fees**: "Webhosting. The hosting for life offer is simple - purchase any domain (UK domains are £15".

On the right side, there are several advertisements:

- 1 Year Web Hosting £0.00**: "Unlimited Traffic & Email Accounts. £9 Setup - Get 3GB Webspace Here!" with URL "one.com/Web-Hosting".
- Web Hosting**: "Award Winning Web Hosting Live Support, Zero Downtime Promise" with URL "www.rackspace.co.uk/webhosting".
- Hosting Offer £2.49/m**: "123-reg Hosting has been Upgraded! 1GB space, 5GB data, 20 Mailboxes" with URL "www.123-reg.co.uk".
- Low Cost UK Web Hosting**: "Hosting from £1.00 per year Instant set-up and free support" with a "Google Checkout" button.
- UK Web Hosting £1.66 p/m**: "5 Braehead Road, Cumbemauld m1internet.com".



Product Comparison

Top 10 Web Hosting Companies - Mozilla Firefox

http://www.top10bestwebsitehosting.co.uk/?view=web%2520hosting&cid=871841782&ts=search&pu&mu=ef&u=23&gclid=CPC88-KP4dcCfc

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

TOP10BestWebsiteHosting.co.uk

Top 10 | Hosting Reviews | Feature Comparison | Green Hosting | Multiple Domain Hosting | About Us | Articles

The Top 10 Web Hosting Companies of 2011

Creating a web presence is an essential consideration in the modern world. Without a viable presence in the online environment, you are cutting yourself out of invaluable revenue streams. However, to create that presence, you will need to have a web host. Below, you will find the top 10 web hosting companies, enabling you to make the decision.

LIVE HELP
Offline now. Leave a message.
[SEND TO](#)

RANK	WEB HOST	PRICE	MONEY BACK	FEATURES	BONUS FEATURES	CUSTOMER RATING	MORE INFO
1	BEST OVERALL! iPage	£1.99	Anytime	Space: Unlimited Traffic: Unlimited Domain: Free	Host Unlimited Domains Anytime Money Back over £400 of FREE Extras	★★★★★ Rate	iPage Review Visit Site
2	FatCow Green Hosting	£2.50	30 Days	Space: Unlimited Traffic: Unlimited Domain: Free	Free Domain Forever Host Unlimited Domains £50 Marketing Bonus	★★★★★ Rate	FatCow Review Visit Site
3	justhost.com	£1.95	Anytime	Space: Unlimited Traffic: Unlimited Domain: Free	Free Domain Forever Host Unlimited Domains £55 Marketing Bonus	★★★★★ Rate	Justhost Review Visit Site
4	bluehost	£4.50	Anytime	Space: Unlimited Traffic: Unlimited Domain: Free	Free Domain Forever Host Unlimited Domains £50 Marketing Bonus	★★★★★ Rate	Bluehost Review Visit Site
5	hostmonster	£4.50	30 days	Space: Unlimited Traffic: Unlimited	Free Domain Forever Host Unlimited Domains	★★★★★ Rate	Hostmonster Review Visit Site

Done

PageRank: unranked

Feedback: analyze

SE

Over 100,000 Reviews



ProductInfo & Vouchers

The screenshot shows the homepage of MyVoucherCodes.co.uk. The browser address bar displays the URL <http://www.myvoucherCodes.co.uk/discounts/ecowebhosting.co.uk>. The website header includes the logo "MyVoucherCodes.co.uk" and the tagline "UK's #1 Voucher & Deals Website". A navigation menu contains buttons for Home, Exclusive Deals, Top 50 Codes, Hot Today, New Discounts, Expiring Deals, Printable Vouchers, Daily Deals, and Local. Below the menu is a search bar with the placeholder text "Type in Store or Product Name ..." and a "Search" button. A secondary search bar is labeled "Browse LIVE Discount Codes:" and includes a "Select a category" dropdown and a "Browse by Letter" list (A-Z). The main content area features a section for "Eco Web Hosting Discount Codes" with a link to www.ecowebhosting.co.uk. A red-bordered box highlights a yellow button with the text "Reveal All Active Discounts & Visit Site". Below this is a newsletter sign-up form with the headline "I Love Eco Web Hosting Discounts! Send Me More Like These!" and a "Sign Up" button. The right sidebar contains several promotional elements: a "TOP 10 WEBSITE" badge, the text "4 years old and still #1", a "#1" award ribbon, and logos for Sun, METRO, and BBC. A vertical list of categories is visible on the right, including Women Fashion, Men Fashion, Accessories, Beauty, Kids and Babies, and Spring Fashion. The footer shows "PageRank: 2/10" and "SE" icons.



Studiu de caz – two step



List Stats:

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
desprestabit	0	0	0	0	0	Complete
desprestabit_2	0	0	0	0	0	87%
desprestabit_3	0	0	0	0	0	Complete
desprestabit2	254	7	12,583	825	13,918	84%
desprestabit_4	0	0	0	0	0	Complete
desprestabit_5	0	0	0	0	0	50%
desprestabit_6	0	0	0	0	0	50%
desprestabit_7	0	0	0	0	0	92%
Totals:	254	7	16,512	1,016	17,528	

→ Email marketing



Campanie generare baza de date+email marketing



Despre Marius Lazarescu si Today's SEM

- Experienta de mkt online in mai multe industrii (turism, horeca, servicii b2b, medicina)
- Programe de afiliere .ro si .com
- Merchant pe piata .ro
- Peste \$400k bugete Google AdWords gestionate
- Google Adwords CertifiedPartner
- Membru fondator si Presedinte asociatia SEMRO



Multumesc pentru atentie

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