

Affiliate Marketing Service



Overview

Affiliate Marketing Consultation and Partnership Management

Intro...

Working from the ground up, across the whole affiliate landscape, has allowed Cliqued to offer clients a rounded insight to their business needs.

Cliqued will strategically plan affiliate campaigns that add incremental value to our clients business.

With **clear objectives, intelligent strategy, and insightful optimisation**; we will demonstrate that affiliate marketing can deliver a **cost effective revenue stream to many business models, with minimum risk attached.**

WHILST AT UNIVERSAL MCCANN MEDIA AGENCY, LEANNE DEMONSTRATED GREAT SKILL IN DEVELOPING AND MAINTAINING PARTNER RELATIONSHIPS AND HAS HELPED GROW AND CULTIVATE CLIENT AFFILIATE PROGRAMMES AS A RESULT.

**JENNY O'SULLIVAN - DIRECTOR -
UNIVERSAL MCCANN**

CLIQUE

SPECIALIST AFFILIATE
MARKETING HUB

Services



INTEGRATION

Facilitation of network integration and programme launch.

PROMOTION

Carefully planned and executed promotional campaigns.

NEGOTIATION

Excellent relationships with leading networks, allowing negotiation on great preferential rates.

RECRUITMENT

Access and engage large volumes of relevant affiliates, across a various mix of different affiliate types.

STRATEGY

Tailored plan and commission structure based around agreed KPI's to meet client targets.

ANALYSIS & OPTISATION

Sales performance analysis, affiliate audits and optimisation to continuously boost growth and ROI.

Add-ons & Agencies

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MARKETING HUB

BRAND AFFILIATE PROPOSITION

Recommendation and execution of affiliate offering for the brand to act as a publisher for collaboration with other brands.

WHITE-LABEL AFFILIATE SOLUTION

We work with agencies to provide a seamless affiliate management service for their clients under the agency name.

TRAINING

Hourly rate training on network interface and affiliate marketing best practice.



les girls
les boys

SE
SIMPLY ELIQUID
THE PREMIUM ELIQUID SPECIALISTS

FLANNELS

Antler

Sainsbury's
Bank

myHermes
Makes looking for your parcel FUN!

DoSomething
Different.com

Destinology
LUXURY HOLIDAYS & CRUISES

Radisson BLU

clickfinance

Jack's flight club

LAROC

PACKED
DIRECT

Attraction
Tickets
DIRECT

Lumen

Thomas
Cook

American Airlines



exante

L
F F

Look Fabulous Forever
Perfect Makeup for Older Faces

THREE SPIRIT

FIREBOX

TRAVEL LUGGAGE
& CABIN BAGS

secret
Escapes

Q PARK

Late
Rooms
.com

HOLLAND
&
BARRETT

purpleparking

Zuto

MYVITAMINS

LimitlessHome
Where imagination meets reality

Buñfy

SleepHubs

FRAGRANCES
COSMETICS
PERFUMES .COM

IHG Rewards
Club

SMARTY



EMMA CLARK'S
maxcleavage.com

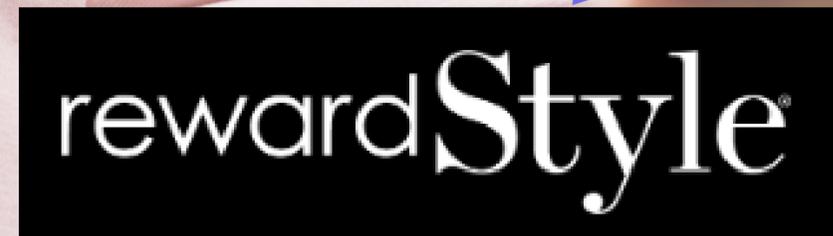
ALDI

Influencer recruitment

We work with Influencer and Blogger networks to run **measurable Influencer campaigns** for our clients. We also utilise our affiliate networks to recruit bloggers for quality content pieces, with long-term advertorial exposure for our brands.



INFLUENCER
PARTNERS/
NETWORKS



So they say...



Like many e-commerce retailers, affiliates offer us huge potential, particularly to educate and persuade new customers. However, building and maintaining a great affiliate programme takes a lot of effort and specialist expertise. That's where Leanne comes in! Having an expert resource, dedicated to growing our affiliate revenue has made a huge difference to our business. She really understands our objectives, in our case, to focus on content creators over discount code sites. She's great to work with and an absolute expert in her field. I highly recommend working with her, she does a brilliant job and I'm consistently delighted with the results she delivers.

JANIS THOMAS - E-COMMERCE DIRECTOR - LOOK FABULOUS FOREVER

I had the pleasure of working with Leanne on one of my most recent eCommerce projects and from start to finish it was a great pleasure. Leanne has great knowledge around affiliate marketing, combined with great commercial and negotiating skills. She was always available when I needed her, and was always very clear when sharing goals and updates. I would have no problem with working with Leanne, again, and hopefully one day have that opportunity

**JOSH BLACKBURN - ECOMMERCE MANAGER -
PACKED DIRECT**

So they say...



I WORKED WITH LEANNE WHILE I WAS ECOMMERCE DIRECTOR AT FIREBOX AND ECOMMERCE CONSULTANT AT LES GIRLS LES BOYS. LEANNE IS AN EXPERT AT AFFILIATE MARKETING AND MANAGEMENT. SHE HELPED TO GROW THE AFFILIATE CHANNEL AT BOTH BRANDS VERY QUICKLY AND COST-EFFECTIVELY. SHE PRESENTS EXCELLENT OPPORTUNITIES THAT ARISE WITH AFFILIATES. SHE IS HARD-WORKING, EFFICIENT, AND DEDICATED. I WOULD NOT HESITATE TO RECOMMEND HER TO ANY RETAIL BUSINESS. SHE UNDERSTANDS WHAT IS NECESSARY DEPENDING ON YOUR BRAND AND THE AFFILIATE CHANNEL NOW POSES A LOT MORE CONTENT AFFILIATES THAT LEANNE HELPED US TO DEVELOP RELATIONSHIPS WITH.

TINA HAYWARD-
ECOMMERCE DIRECTOR -
LES GIRLS LES BOYS & FIREBOX



“I worked very closely with Leanne during her time working as Affiliate Account manager at LateRooms.com. Leanne excelled in this role and maintained one of the highest levels of account growth and was integral to the Affiliate channel growth. Leanne’s attention to detail and relationship building skills are at a high standard of quality. Leanne possesses the ultimate "can do" attitude while taking on all tasks with a positive energy and a smile. Her upbeat personality and engaging personal style, enables her to interact effectively with clients and staff. Leanne is very well organized and keeps track of the details necessary to coordinate her role. Leanne also takes initiative to go beyond the expected parameters of her job. I volunteered to write this recommendation for Leanne because I am very grateful for her contributions to my team and very confident that she has the skill set, work ethic and communications skills to add value wherever her endeavours take her.”

**LINDSEY MCGLOUGHLIN - HEAD OF AFFILIATES -
LATEROOMS.COM**

Pricing



AFFILIATE
CONSULTATION

FROM £500

NETWORK
RECOMMENDATION
AND SET-UP

FROM £500

MONTHLY AFFILIATE
MANAGEMENT FEE

FROM £1000

We operate short-term, 3 month contracts to enable SME's to trial our service on a **low investment, flexible basis**. Bespoke price plans are available and **discount applied for multi-brand management.**

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MARKETING HUB

Contact Us

**IF YOU WOULD LIKE TO
DISCUSS YOUR AFFILIATE
MARKETING REQUIREMENTS
FURTHER, PLEASE DON'T
HESITATE TO CONTACT US.**



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