

Money for Nothing (almost)

"if you are a customer of Sturban or any similar site and you use the internet we will help you make money. This will work if you put in the time and effort Sturban and will give you everything it can to make you succeed" Glyn Berrington (Owner)

Feb. 14, 2010 - [PRLog](#) -- Affiliate Marketing is a popular method of promoting web businesses in which an affiliate is rewarded for every sale provided through his efforts and offers a win win partnership between merchant and affiliate. Affiliate Marketing is a great opportunity to earn money online as well as have the freedom of owning your own business and working at home with next to nothing in start up costs but it takes hard work and it is not a get rich quick scheme.

After running an outsourced affiliate program for many years Sturban Clothing had a rethink as it was producing a number of problems:-

Cost - the third part company was charging a management fee and commission that meant we couldn't offer affiliates the amount of commission they really deserved.

Quality of Links - many of the affiliates had no interest in our site, products or market, they were in it for the money and the cookie, using methods that were undesirable and sent poor unqualified traffic.

Help and service to the affiliate - once you joined up you were on your own with little help on how to integrate links and banners into your site.

On going training and support for the affiliate - there just wasn't any.

So Sturban wanted to address these issues and the initial response was build something custom but we can across a third party software that addressed most if not all of these issues:

Commission - we now offer commission up to 15% that can be increased by a further 2% if affiliate want product and can further be increased by tier commission (earning commission on any affiliate that join the program via your links).

Affiliates: whilst the program offers text, banner, lightbox and page peel advertising and would be suitable for professional sites the Sturban program is aim at customers talking to friends and peer groups in forums, blogs and on social networks as much as if not more than sites, the most important thing for Sturban and the affiliate is relevance. You are interested in our products so it follows that any groups and friends you talk with should also be interested, meaning quality links, referrals, sales and commission for you.

Full video training - the Sturban program comes with a series of training videos hosted on our server covering basic subjects such as "What is Affiliate marketing", "A Blueprint for Affiliates", how to include code and strategies for using all the marketing tools and from their goes on to cover advanced subjects "Social Marketing" and "Viral Marketing"

Support - maybe the most important element of this program is the commitment of Sturban to make this program work for everybody involved and to that aim there is an appointed person who just happens to be the company owner who you can email, MSN, and there is a private Twitter where ideas can be thrashed out and exchanged.

<http://www.sturbanclothing.com/idevaffiliate/>

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