



# New Product Offering



Chirp is pleased to announce the launching of its Affiliate Network

## Affiliate Program

### What is online affiliate marketing?

- Affiliate Marketing is a marketing method whereby one business rewards another business for sending customers, visitors and/or sales their way.
- "Affiliate marketing is a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts"
- Basically, the publisher will be rewarded when they help a business by promoting their products or services.

### Why choose Chirp Affiliate Program

- Benefits & Tracking, Increases Sales & Business Visibility that drives more relevant traffic to your site and business generating qualified leads and sales on the back of the Chirp network.
- Extending your reach using our local, national and global networks. This results in Chirps contacts and partners working on your behalf

*"Having an affiliate program is the most powerful way to market your products or services online today and for the foreseeable future"*

*The Affiliate Marketing Industry is set to Grow to **£6.Billion** Over The Next Five Years.*

*One thing is for sure: Affiliate marketing is a highly viable and proven business model.*

*Conducted by Forrester Research...*

### Chirp Affiliate Program Offers

- Tracking of all sales, leads & commissions via Chirp's own internal affiliate partner program.
- Chirp's cutting edge affiliate network software is totally transparent, everything is traceable, it's a simple win/win scenario...
- The stronger the offer you issue, the more publishers will work with you...
- Included in the service you will also gain a Chirp Featured Directory listing and sponsored slots on our trusted networks like @BizHour, helping you to actively push & promote your affiliate program to the wider Chirp data base,
- Chirp work with our partners on 25% of sales or leads generated, e.g you set the sale at 10% we pay the publisher 7.5%

With a featured Chirp Directory listing you get access to a world of powerful features.

[Learn More](#)



## Chirp Directory Members Package on Offer

- **Access to the Chirp Affiliate Program in Total**

### In addition you will also receive

- **Full Listing as a Chirp Directory Featured Listing**

- This will give you
  - 24/7 Promo to 500K + follower & Analytics & Tracking in real time.
  - Retweets Service & Cross Hashtag Exposure
  - Web Based Trackable visuals on
    - New Sales
    - New Leads
    - New Business Partners.
    - Location Tracking.
  - Promotional Hashtag & Downloadable Reports.
- *(Normal cost for the featured listing is £45.00 per month)*

- **Sponsorship of Chirp's Networking Hours**

- To support your affiliate program, we'll give you a one hour slot on our networking hours, this will let the world (500,000+ Followers and 20+ Mil Impressions) know you have a referral program and promote the offer deal or discount we have set up.
- This will also increase the number of partners your business can work with!
- What you get?
  - Full sponsorship of the @BizHour profile.
  - At least 6 tweets per hour = one every 10 mins.
  - Including thank you, welcome and promotion of your business.
  - You can write your own promo tweets or we can write them for you.
  - *(Normal cost for @BizHour sponsorship is £75.00 per hour)*

## Best practice Pledge

- We get sponsors to incorporate offers, discounts or promotions etc. we create this page as part of the £99.99 setup fee then just £45.00pm
- We can promote your business to our combined 500k + twitter followers and the daily 20+ Million impressions, highlighting your affiliate program for you, and build new partners, sales and leads and a strong ROI for your business ...
- **This is a limited offer to chirp directory members!**

## This Package is supported by the full chirp network of Hashtags ...



**@TheChirpNetwork** 103k followers **@NorthWestHour** 33k followers

**@EnglandHour** 23k followers

**@SouthWestHour** 15k followers

**@TradeHour** 25k followers

**@BizHour** 75k followers

And many more of Chirp's hashtag hours exceeding 500,000 combined organic twitter followers



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Please choose your preferred option below and we'll get you up and running, with our featured chirp.directory listing and your businesses very own affiliate program.

## Click on the below option best for you?

### PAYG – Monthly

- On Off £99.99 Set up Fee
- Then £45.00pm

[Month to Month](#)

### 6 Monthly Contract

- On Off £99.99 Set up Fee
- Then £255.00 every 6 months saving 5%

[6 Monthly](#)

### Annual Contract

- On Off £99.99 Set up Fee
- Then £486.00 every 12 months saving 10%

[Annually](#)

## Understanding Affiliate Marketing Lingo (Glossary of Terms)

**PUBLISHER** (also known as 'the affiliate') An affiliate marketing publisher is an individual website owner or business entity that earns commissions for referring sales, leads, and traffic to an advertiser by placing affiliate marketing advertisements such as links and banners on their websites

**NETWORK** (that contains offers for the affiliate to choose from and also takes care of the payments), A link between a publisher and a company to allow publishers the ability to find and join affiliate programs. Businesses that comprise an affiliate network can cover a variety of different marketing mediums, such as the internet or direct mail, or can operate in related industries.

**ADVERTISER** (also known as 'merchant' or 'brand') promote their products because they only need to pay for the advertising when there's a conversion. having a network of affiliates promoting them increasing overall sales levels.

**CUSTOMER** A person who buys goods or services from a shop or business.

**CPA** Cost Per Action (also referred to as Cost Per Acquisition). Refers to the amount of money paid to obtain a desired outcome (usually something like a sale or signup).

**CPC** Cost Per Click. Refers to the amount of money paid to generate a click by a user on one of your links. Example – if you spent \$200 on an ad campaign and received 100 clicks on that campaign, then your CPC would be .50 cents (clicks generated / campaign cost = CPC).

**CPM** Cost Per Thousand. Refers to the amount of money it costs to display an advertisement per 1000 impressions. Example – if you wanted to buy advertising on a website that offered their advertising at a \$6 CPM and you wanted that ad to show 10,000 times, then you would need to pay \$60 (desired impressions / 1000 \* CPM) for that advertising.

**PPS** Stands for Pay Per Sale. In a PPS based affiliate program, the affiliate is paid a commission whenever an actual sale is generated.

**PPL** Stands for Pay Per Lead. In a PPL based affiliate program, the affiliate is paid a commission whenever a lead is generated. A lead could be a form filled out, a quote requested or whatever else the merchant has specifically identified as a commissionable lead.

**PPC** Stands for Pay Per Click. In a PPC based affiliate program, the affiliate is paid a commission whenever someone clicks on their affiliate link to the merchant, whether or not a sale or lead is generated. Pay Per Click can also refer to an advertising option like Google AdWords.

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