

Affiliate Marketing Case Study For EShine



Client Name: Artur A

Industry: Home Decor

Location: 304 Palmetto street unit
#109Orlando FL 32824

How We Helped Eshine to Achieve Their
Affiliate Marketing Goals

Company Bio

At **EShine**, we want to help you add beauty and function to your home in the easiest and most inexpensive way possible. In essence, we care about your home as if it were our own **EShine** lighting can transform your kitchen in minutes. Our main product is LED Lighting for kitchen, garage, office, desktop, workshop and more. We carry different, sizes, shapes, colors.

"I'm happy to see good results from the reports."

- Happy Client

Director at EShine

The Challenge

We started working with **EShine** in February, 2020. Before taking our service, they did not generate any revenue or traffic from the affiliate campaign, so the primary goal was to increase the online traffic and revenue through affiliate marketing. The program was new on ShareASale network so we had to work from the bottom to achieve our objective.

The Approach

As the campaign was new, there were many things missing from it, so we did a full analysis of the campaign and created a report of all the flaws that needs to be corrected to achieve our objective. We studied the products details to undertand the target audience and demographics. As well as we studied the competitors and created a flow chart of activities that needs to be done to get the best results out of our service and provide a good ROI to the client.

The Solution

- Initially, we ran a report to know the type of affiliates present in the campaign and we categorized them to make the program properly organized.
- We created all the required promotional resources to help the affiliates in promoting the brand including promotional banners, text links, product data feed etc.
- We communicated with all the affiliates to increase the active affiliates ratio of the campaign and maintain a good relationship with the affiliates.
- We kept our affiliates updated with all the latest promotional resources through newsletters.
- We ran a GAP analysis and took 10 of the client's competitors to know which affiliates they are working with and recruited them in our campaign.
- The program was missing the right affiliates so we found the bloggers and reviewers of our niche personally with individualized emails to increase the brand recognition through review video and content promotion and added top affiliates of the industry like Brads Deal's, RetailMeNot, Honey Science Corporation, etc.
- Taking advantage of holiday events like Black Friday, Cyber Monday etc is a very effective way to increase the online revenue and traffic, so we took part in all the holiday events.

Results

The results were prompt and the affiliate program started delivering more conversions thereby improving performance by every week/month. We surpassed our goal which we had set for the campaign. We added a total of 105+ affiliates in our campaign in 2020.

In March, 2020 which was our first month, we generated **\$784.00 net sales** and **274 hits** for the campaign, and we increased it to **\$11,902 net sales** with **4916 hits** by December, 2020. We generated a total of **\$39,504.08 net sales** with **17,975 clicks** in the year 2020. Below is the statistical graph of the same.

