

Affiliate Marketing Case Study For **Stirlingkit**



Client Introduction

Stirlingkit is an online retailer and modification service specializing in Stirling Engine model and accessories. The whole Stirlingkit team is committed to providing customers with low-price and high-quality products as well as professional customer service.

Stirlingkit aimed to increase sales by bringing on eBrandz as an OPM agency.

Challenge

They came to us in May 2019, just in time to potentially make a big impact on their product's sales online with affiliate marketing program. They were new to the affiliate marketing platform and Shareasale network.

The challenge was to recruit super performing affiliates & get significant traffic as well as affiliate sales in online marketing from affiliate's promotion. To achieve the goal like increase in orders, increase in conversion rate, Increase in CTR.

Solution

As part of our service, we host Stirlingkit affiliate program on Shareasale affiliate network. We recruit affiliates including super affiliates, Content, Bloggers which provide much better results in quick time. We do answer each affiliate question, an issue they are facing while promoting on various platforms.

Placement and Promotions of Stirlingkit

The screenshot shows the Honey website's 'Stirlingkit Coupons, Promo Codes, and Deals' page. At the top, there is a search bar for stores or items and navigation links for Shop, Droplist, Honey Gold, Earn Gift Cards, and Join. The main content area features a Stirlingkit logo and a 'Submit Coupon' link. A summary box on the left indicates an average savings found of \$40.68 based on 7 coupon codes and 8 total offers, with a best discount of 12%. The main list of offers includes a '10% OFF Site-wide with coupon code Spring' coupon, which is verified and site-wide, with 25 uses and a last saved amount of \$3.29. Below it is an offer to 'Earn 1% to 5% in Honey Gold on eligible Stirlingkit purchases'.

The screenshot shows the CouponPaste website. The header includes the CouponPaste logo, a search bar for discounts from thousands of stores, and a 'Search for Coupons and Deals Only' button. Below the header are navigation tabs for COUPONPASTE BUTTON, EXCLUSIVE COUPONS, PRINTABLE COUPONS, USING COUPON CODES, and SHARE COUPON. The main content area is titled 'STIRLINGKIT COUPON CODE' and includes a sub-header 'Find the Latest Stirlingkit Coupons Here'. A featured coupon offers 'Save up to 50% Off on Stirlingkit coupon codes and deals' with a link to 'https://www.stirlingkit.com'. To the right, there is a 'COUPONS INBOX!' section with an email sign-up form and a 'POPULAR \$' section featuring 'Amy Adele'.

The screenshot shows the RetailMeNot website's 'Stirlingkit Coupon Codes' page. The header features the RetailMeNot logo, a search bar, and navigation links for Categories, Log in, and Add to Firefox. The main content area is titled 'Stirlingkit Coupon Codes' and includes a 'Submit a Coupon' link. A prominent message says 'Stop Copying Codes! Try Them All In One Click.' and promotes a free Firefox plugin that automatically applies all codes and provides cash back at checkout. Below this, a specific coupon is listed: '10% OFF 10% Off Tesala Coil' with the code 'CODE' and 'Added by peggie12345'. A 'Show Coupon Code' button is provided for this offer. On the left side, there is a Stirlingkit logo and a summary of '16 Offers Available'.

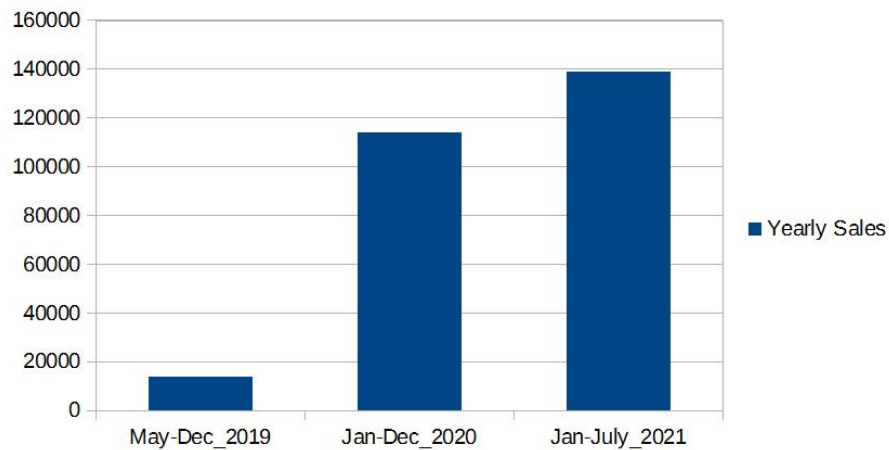
Results

The results were immediate, within a week after the program live on the network and the affiliate program campaign started delivering more and more sales.

Since getting lots of affiliate sales order we do participate holiday season promotion, thereby improving performance by every week/month/year.

Overall results are increase in orders, increase in conversion rate, and increase in CTR year by year.

Yearly Progress In Sales



Affiliate Traffic

