



## Introduction

Letbricks is an online retailer that specializes in selling high-quality LEGO building sets and accessories. The company has been in business for several years and has a loyal customer base that appreciates its commitment to customer service and product quality. However, despite its success, Letbricks faced the challenge of attracting new customers and increasing its sales volume. In July 2022, the company decided to implement an affiliate program to help address these challenges.

## Prior to Affiliate

Letbricks Company came to us in July 2022, with some online presence. They wanted to we manage their affiliate marketing program that already hosted in ShareASale network, they want increase the overall business revenue.

Before July 2022, Letbricks affiliate campaign received less then 5 sales per month and affiliate traffic around 1,978 per month. Is shows the program performance was very poor.

## Affiliate Program Overview

Letbricks created an affiliate program that offered a 6% commission to affiliates who has driven the sale referred new customers to the Letbricks website. The program was open to all interested affiliates who could sign up through a dedicated portal on the Letbricks website. Once an affiliate signed up, they were given a unique tracking code that could be included in their marketing efforts, such as blog posts, social media posts, and email marketing.

## Our Approach

Base on their budget & website strength we do started to manage the Letbricks affiliate campaign at ShareASale.

We have setup the recruitment tool at ShareASale network and started to recruits quality affiliates to campaign.

We do start to setup Event Driven Newsletters for inactive affiliates to get active for the campaign. We got success to get affiliates active in Letbricks affiliate campaign.

We do started to communicate top coupon affiliates and provided exclusive coupon code to get listed at popular category page.

We do added around 210 + affiliates for their ShareASale affiliate program. Most of the are TOP performing affiliates which are providing good result on monthly basis.

We created product data feed for Letbricks affiliate campaign. Provided to top performing product data feed sites as well as price comparison affiliates.

We do setup the performance bonus commission to our top performing affiliates in order to get the good amount of sales from our top performing affiliates. We received good amount of sales from our affiliates.

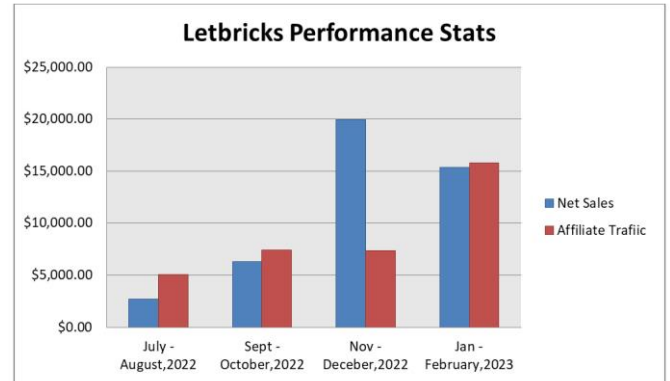
We do invited quality SEM affiliates for campaign we got tremendous results. Once they started to promote letbrick affiliate campaign.

Overall, our approach is to provide a helpful and informative experience for users, helping them to better understand various topics and find the information they need.

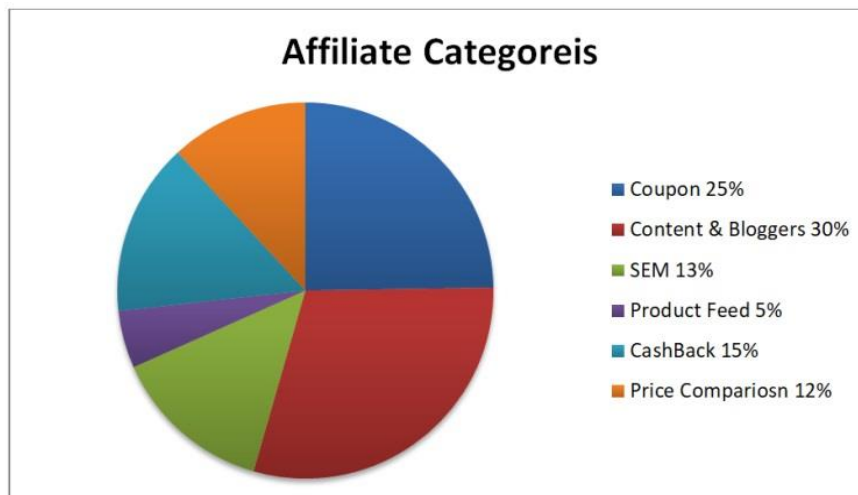
## Quick Implementation

To kick start the Letbricks program, we suddenly started to communicate with top performing affiliates. Invite the top affiliates for our campaign.

Reached out to its existing customer base and offered them the opportunity to become affiliates. The response was positive, and within a few weeks, the company had several affiliates promoting its products online. In addition, Letbricks also reached out to bloggers and influencers in the LEGO community to introduce them to the program and encourage them to join letbrick affiliate campaign.



## Types of Affiliates we Recruits for our campaign



## Conclusion

Overall, Letbricks' affiliate program was a success. It helped the company to increase its sales and website traffic, and it provided a valuable opportunity for affiliates to earn income by promoting a product that they believed in. Going forward, Letbricks plans to continue to expand the program and to work closely with its affiliates to ensure that they have the resources they need to be successful.