

Increasing Online Sales Performance with Strategic Affiliate Marketing

KAREN MILLEN

Overview

Drive online performance and increase the profitability of online sales revenue

Solutions/Services

Karen Millen see affiliate marketing as a cost-effective and measurable way to influence shoppers during their online research and decision-making process

Success

Access to a new group of Karen Millen customers

Future

Continue to boost ROI and benefit from increased consumer interaction

"The economic downturn has heightened the need for brands to invest in new marketing processes, tools and tactics. It is now no longer enough to simply have an online profile. Brands need be agile and to adopt new strategies more attuned to the new, savvy internet shopper. By turning to affiliate marketing, brands have the opportunity to access a new range of shoppers, build deeper relationships with their customers and significantly boost their ROI at a time when it is needed most."

Emma Bonar, ecommerce manager, Karen Millen

THE BACKGROUND

As the recession takes its toll, high street spending is declining and cost conscious consumers are becoming increasingly web-savvy, with purchases influenced heavily by discounts and offers on the internet. Karen Millen wanted to embrace a more intelligent approach to their marketing and advertising strategy.

STRATEGY

We explored several different digital channels to drive our online performance and to increase the profitability of our online sales revenue. Our aim was to gain access to a new group of internet shoppers via a series of other respectable sites who could be directed to the Karen Millen online store. Affiliate marketing is established as a rewarding e-marketing tool for businesses and we saw this as the most cost-effective and measurable way to influence shoppers during their online research and decision-making processes.

EXECUTION

To have a successful affiliate marketing strategy, brands need to team up with an affiliate partner that will not only provide the technology needed, but that will also select the right affiliates to generate the greatest return of traffic to websites. For us, LinkShare stood out for its well-positioned affiliate links and the success it has created for other members in the retail industry. LinkShare has over twelve years of international experience in online marketing and in April we teamed up with them to drive our campaign online.

LinkShare's technology enables both advertisers and publishers to create tracking links through new channels accompanied by exciting rich media options. Adverts are designed to be visually appealing to attract new shoppers as well as encourage them to visit our website. Online promotions and voucher codes are placed on LinkShare's partner sites, which shoppers can use to obtain a discount at the online Karen Millen check-out.

RESULTS

Through LinkShare's connections we have been able to acquire a new range of quality customers from other fashion-related websites who are clicking through to visit, browse and shop online at the Karen Millen store, as well as to engage with the brand through social media channels such as Twitter and Facebook.