

Getting Creative with Affiliate Marketing



Overview

Targetted enhancement of Lipsy's UK awareness as an iconic fashion brand

Solutions/Services

Brand-specific affiliate recruitment prior to program launch, sourced fashion blogs to raise Lipsy's profile

Success

Through targeted campaigns affiliate marketing accounts for approx. 10% of incremental sales

Future

Shape Lipsy.com into a one-stop-shop for all fashion needs

"While we cannot divulge exact figures, the affiliate marketing programme with LinkShare is definitely a core focus for us and is a very important part of the marketing mix. LinkShare's approach to partnering with dedicated fashion sites and blogs with a more targeted customer focus has meant conversion to sale rates have been very high. Lipsy is a growing brand and has aspirations to become a complete lifestyle brand – a one-stop-shop for all fashion needs. Our partnership with LinkShare will support us in achieving this goal."

Claudia Soriano, Online Marketing Manager, Lipsy

THE BACKGROUND

Lipsy has a unique approach to the fashion items it designs and this ethos is reflected in its marketing campaigns. The key brief for Lipsy was to locate a dependable affiliate partner to help expand the brand's reach in the UK, while maintaining its proposition as a UK fashion icon.

Lipsy's typical demographics consisted of females aged 18-30 years, with online customers expected to be a little older than in-store customers, skewed by purchasing decisions of spouses and family members buying gifts.

Lipsy was looking for a targeted and specific approach to its affiliate marketing programme, allowing it to grow its customer base in the UK to become a lifestyle offering. The decision to partner with LinkShare was a combination of the company's positive reputation in the marketplace, its wealth of expertise in the fashion sector and its global reach.

STRATEGY

Tasked with creating a unique affiliate programme, LinkShare researched the Lipsy brand to find suitable affiliate partners and carried out a pre-recruitment process before the program went live. In addition to working with a range of traditional retail and fashion based affiliates, LinkShare's affiliate network also gave Lipsy the opportunity to target specific blog sites to raise the profile of its products and create a unique message for its customer base.

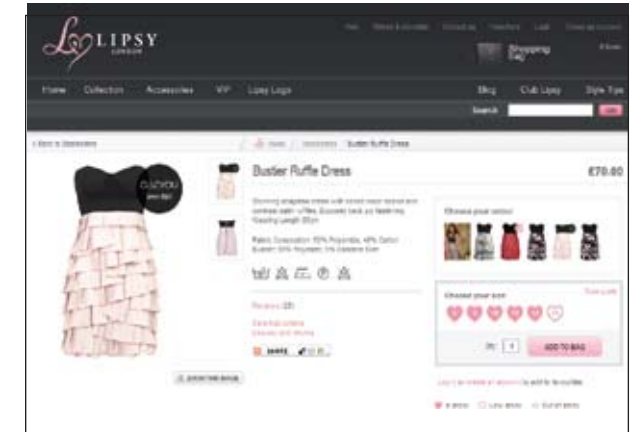
Working closely with content and editorial created by Lipsy's marketing team, LinkShare keeps the affiliate programme fresh and relevant to the core themes and trends in line with the Lipsy brand. Lipsy's in-house design team complements this with the specific banners and ad-links. LinkShare's range of available tools and technology to support affiliates means that information and images can be quickly and easily shared with their affiliates.

EXECUTION

Using the full range of content available from Lipsy's marketing team, LinkShare was able to create product links & high quality lifestyle imagery providing affiliates with easy access to content to publish to their site/blog. In addition, for increased targeting, LinkShare sent out individual emails personalised to affiliate sites and blogs to suggest HTML newsletter to send to the affiliate network. This included product updates, links to products that might be of interest to them.

CAMPAIGN EXAMPLES

LinkShare worked with OSOYOU.com to add the site's 'OSOYOU loves this' tagline to a selection of Lipsy products on its online store. OSOYOU then ran a feature on this promotion in the online magazine in spring 2009.



This summer, Lipsy staff took pictures of celebrities at Ascot wearing Lipsy garments and LinkShare offered this exclusive content to target high-end fashion websites with the images using the added celebrity angle. More recently to promote Lipsy's new shoe range; LinkShare partnered the Lipsy brand with the shoe blog Shoewawa.com. A competition was launched on the site for consumers to win a pair of Lipsy's shoes each day – this was promoted on both the blog and by Lipsy on its site.

Building on the celebrity attraction, Lipsy have a 'Steal her style' campaign which involves focusing on a particular celebrity each week to feature in the customer newsletter. The newsletter promotes Lipsy products for customers to achieve the same celebrity look and attracts them back to the website. LinkShare uses this attractive content to target a number of fashion



RESULTS

Lipsy began its affiliate marketing campaign with LinkShare in February 2009 and has witnessed a rapid rise in sales as a result of the programme. While Lipsy cannot share exact figures, the affiliate marketing programme with LinkShare has been driving more than 10 per cent of Lipsy's incremental sales since launch.

Discover what LinkShare can do for your business at www.linkshare.co.uk or call us on +44 (0)20 7031 0950