

## ASPECTS OF AFFILIATE MARKETING IN ROMANIA

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**Abstract:** *One of the most important trends in the local market of e-commerce is to buy intensively during promotions, some consumers expecting cuts to make a purchase online. Here comes the affiliate marketing, which is a form of performance-based marketing. Performance is defined by the supplier, which considers performance that affiliate manages to convince a user to buy a product or at least to register on the site. Hence the online shopping trend to increase the quality of interaction between stores and affiliates.*

**Key words:** *affiliate marketing, on-line marketing, performance-based marketing.*

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### INTRODUCTION

One of the most important trends in the local market of e-commerce is to buy intensively during promotions, some consumers are waiting discounts to make a purchase online. Seems that promotions are the strongest reason for buying.

This phenomenon attracts also risks, the greater being the danger to mitigate the impact of reductions, given that more stores come with such deals.

Another trend in online shopping is increasing the quality of interaction between stores and affiliates. By internet affiliation is promoted a product (or service) in exchange for a commission for each sale.

To become affiliate is very easy: all you have to do is to register an account the affiliate program you have chosen. For example, if you want to become affiliated to an electronics store, you have to see if that store already has an affiliate program. If you do this you will have access to all sorts of tools that will help you promote service shop.

When someone clicks on one of your sites tool, a cookie (which has lifetime 30 days) will be automatically installed in his computer and every time someone buys something from that computer, you will receive commission<sup>1</sup>.

### MATERIALS AND METHODS

#### **Affiliate marketing in Romania**

Affiliate Marketing is performance-based marketing. In affiliate marketing we are dealing with three entities: supplier, affiliate and the user.

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<sup>1</sup> <http://www.wall-street.ro>

*The supplier* is the one that is holding the product and wants to sell on the Internet. *The affiliate* is a person who has one or more sites, has access to an audience wants to sell its products supplier. *The user* is the one who buys your products, but with affiliate links that make them available.

Performance is defined by the supplier, usually considered performance affiliate that manages to convince a user to buy a product or at least register on site.

There are many affiliate marketing programs in Romania, most notably: profitshare and 2Parale.

“Profitshare” is an affiliate marketing network originally developed by “Emag” and later sold and developed for any advertiser.

“2Parale” is actually an affiliate marketing platform for many providers from various fields: office supplies, electronics, books, courses and trainings etc. Fee depends on the vendor, it may be from 3-4% to 10%.

What are some popular and best ways to make money through affiliate marketing? The most effective methods seem to be reviews. The chance that a user you buy through your link increases if you tested that product or you own it. Reviews are more compelling experiences that present complex and detailed product-related.

If you influence, and the user trusts you, then most likely you'll be able to sell a few pieces of that product.

The majority of affiliate marketers turn to some classic affiliate marketing tactics<sup>2</sup>:

- ✓ Place your link within the text of an article
- ✓ Pun banners on site with products / product advertisements
- ✓ Doing reviewed or advertorials
- ✓ Give affiliate links on social networks: Facebook, Twitter, Google+
- ✓ Talk to their friends that when buying something to buy through their link

## RESEARCH S AND RESULTS

### **Advantages and models of affiliate marketing**

It's an easy way to make money when you have an audience who would trust you and buy products that you recommend them.

It's an easy way if you like geek recommending all sorts of gadgets to their friends.

It is a passive method, you do not have to invest time in promoting products to make extra money.

After a user has accessed your link, his browser setting a cookie I with your affiliate code. If the user for 30 days do not click the link to another person that makes affiliate marketing, you will receive commission from sales generated through your link.

Below we present four modes commonly used by major affiliates:

#### *1. Deal with other affiliated sites.*

Like many affiliate you can make money and relatively easy if you introduce other people's (and its affiliates) a product to make money.

In this way they earn a commission and you earn a commission from them, without doing anything. However, to do this, you need to know people in the business and it's pretty hard to be among the first to find out something. What can you do, if you are a successful affiliate is to create an ebook, rich in information that will help you and others to follow

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<sup>2</sup> <http://romaniancopywriter.ro/intrebari-frecvente-despre-marketing-af>

suit: you can either ask for a small sum of money in exchange for this or to include some affiliate links that will bring more money in the future.

*2. The database of email addresses.*

This is a pretty good strategy: collect as many email addresses and send them messages regularly about a particular product or service.

*3. Contact people who already have a database of email addresses.*

Other affiliates do not even bother to raise their own list of emails. What they do is to contact people who already have a list and make a deal with them: it is in the interest of both parties. The more they sell the more products the more money will do both.

*4. Doing a web page*

Lately many affiliates do in the following way: Make a web page that provides general information about how to solve a particular problem. They talk about 2-3 main methods that solve the problem (which may have your access to anyone) and finally bring about the most effective solution with reliable results (which represent the advertised product).

Statistics have shown that this method is currently the best chance of success.

The most profitable business in nowadays (in the category of publicly available) are represented by online businesses and affiliation is an important branch.

### **Romanian online continues to grow**

Internet penetration rate in Romania will grow in 2015 and will go to 60%, keeping in Eastern Europe average, but remains well below the Central European average (78% in 2014). With nearly 90% of broadband connections, Romania will continue to be in 2015 among top countries regarding Internet speed. The number of Romanians who buy online will surpass 3,000,000.

Approximately 5% of Romanians in Romania affiliate marketers earn from home, month, 2,500 lei by this method of online promotion, much above the average wage in the country. Social networks and blogs are the most used channels of affiliate marketing promotion<sup>3</sup>.

The trend for large retailers to open stores an affiliate program will continue in 2015. In addition, there will be over 1,000 small and medium online stores that will test affiliate marketing. Focus all stores will continue to be on the search for solutions that attract performers affiliates in their programs by participating in offline meetings, preferences and establish partnerships.

Increasing the affiliate marketing area will be supported by more vectors of growth: Internet penetration rate, number of Romanians who buy online, e-commerce market, average spent online, online advertising budgets<sup>4</sup>.

## **CONCLUSIONS**

Performance marketing and marketing campaigns transform the people who think, they measured or implements. We are talking increasingly about campaigns that generate more revenue in close correlation with the budget invested about payment methods closely related to the performance recorded on special teams and the performance minded about the integration of technology in marketing, measurement and optimization real time.

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<sup>3</sup>[www.forbes.ro/cati-bani-se-castiga-in-romania-din-marketingul-afiliat](http://www.forbes.ro/cati-bani-se-castiga-in-romania-din-marketingul-afiliat)

<sup>4</sup> <http://economie.hotnews.ro/stiri-it-14069937-studiu-gfk-rata-penetrare-internetului-tara-este-61-orase-33-zona-rurala.ht>

Perhaps the most important thing is that forcing the performance marketing agencies and clients to adopt a different way of thinking. One that will discuss more business in planning marketing campaigns and about the link between advertising and outcomes.

Due to trends in the online environment in Romania we conclude that affiliate marketing is and will be a segment of interest in the coming years to achieve additional revenues that are available to the general public.

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