

# Creative Fundraising


Affiliates and Advertising

Michelle O'Keeffe



1<sup>st</sup> December 2010

# About me ...

Michelle O'Keeffe 

at Media Brokers Ireland


Ireland | Online Media



## Current

- **Managing Director at Media Brokers Ireland**

## Past

- Founder and Managing Director at Travel Affiliate
- Managing Director at Net Marketing
- Marketing Manager at ebookers 

## Education

- Dublin Institute of Technology
- Dublin Business School
- Enterprise Board
- Dublin Institute of Technology
- Enterprise Ireland

Honors and Awards: Entrepreneur of the Year 2009

# Key internet stats and trends

1 2.2 million people in Ireland use the Internet













2 1 million Irish households have a home computer

3 1.2 million Irish people have bought something online

# Key internet stats and trends





































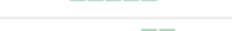
What consumers buy online

%

|  |  |  |  |  |  |  |  |  |
|--|---|---|---|--|---|---|---|---|
|  | Any goods or services   | Travel & holiday accommodation  | Clothes & sports goods  | Books, magazines & e-learning  | Household goods   | Tickets for events  | Music & Film  | Electronic equipment  |
| EU 27           | 32  | 14  | 13  | 12   | 11  | 11  | 9   | 8   |
| Denmark         | 59  | 30  | 24  | 17   | 10  | 28  | 20  | 17  |
| United Kingdom  | 57  | 27  | 24  | 21   | 23  | 21  | 24  | 15  |
| Ireland         | 36  | 21  | 7   | 9  | 3   | 12  | 10  | 5   |

**Source:** Eurostat, March 2009, respondents asked if they have bought or ordered goods or services for their own use over the Internet over past 12 months

# Search Volumes: Cork Jazz Festival

| Keyword  | Competition   | Global Monthly Searches | Local Monthly Searches | Local Search Trends   |
|--|---|-------------------------|------------------------|---|
| ☆ <a href="#">cork jazz festival</a>              |    | 4,400                   | 2,400                  |    |
| ☆ <a href="#">cork jazz festival 2009 lineup</a>  |    | 16                      | < 10                   | -   |
| ☆ <a href="#">cork jazz festival 2009</a>         |    | 58                      | 28                     | -   |
| ☆ <a href="#">cork jazz</a>                       |    | 5,400                   | 3,600                  |    |
| ☆ <a href="#">jazz festival</a>                   |    | 673,000                 | 4,400                  |    |
| ☆ <a href="#">cork jazz festival 2010</a>         |    | 880                     | 590                    |    |
| ☆ <a href="#">jazz festival cork</a>              |    | 4,400                   | 2,400                  |    |
| ☆ <a href="#">cork film festival</a>              |    | 2,400                   | 1,600                  |    |
| ☆ <a href="#">guinness jazz festival</a>          |    | 720                     | 390                    |    |
| ☆ <a href="#">things to do in cork</a>            |    | 5,400                   | 2,900                  |    |
| ☆ <a href="#">cork city</a>                       |    | 135,000                 | 90,500                 |    |
| ☆ <a href="#">cork midsummer festival</a>        |   | 1,000                   | 720                    |   |
| ☆ <a href="#">festivals in ireland</a>          |  | 9,900                   | 5,400                  |  |

# Search Volumes: Opera Festival Wexford

| Keyword                         | Competition | Global Monthly Searches | Local Monthly Searches | Local Search Trends |
|---------------------------------|-------------|-------------------------|------------------------|---------------------|
| ☆ wexford opera house           |             | 4,400                   | 3,600                  |                     |
| ☆ wexford opera festival 2010   |             | 210                     | 170                    |                     |
| ☆ wexford opera festival 2009   |             | 28                      | < 10                   |                     |
| ☆ wexford opera festival        |             | 1,900                   | 1,000                  |                     |
| ☆ wexford opera                 |             | 8,100                   | 5,400                  |                     |
| ☆ wexford ireland map           |             | 480                     | 170                    |                     |
| ☆ wexford ireland               |             | 22,200                  | 8,100                  |                     |
| ☆ wexford house                 |             | 12,100                  | 8,100                  |                     |
| ☆ wexford hotels special offers |             | 1,000                   | 880                    |                     |
| ☆ wexford hotel accommodation   |             | 91                      | 73                     |                     |
| ☆ wexford holidays              |             | 590                     | 320                    |                     |
| ☆ wexford harbour               |             | 590                     | 480                    |                     |
| ☆ wexford general hospital      |             | 1,000                   | 720                    |                     |
| ☆ wexford festivals             |             | 73                      | 46                     |                     |
| ☆ wexford festival opera 2010   |             | 210                     | 170                    |                     |
| ☆ wexford festival opera        |             | 1,900                   | 1,000                  |                     |
| ☆ wexford festival              |             | 2,900                   | 1,600                  |                     |
| ☆ wexford events                |             | 590                     | 480                    |                     |

# Search Volumes: Opera Festival Wexford

| Keyword                      | Competition | Global Monthly Searches | Local Monthly Searches | Local Search Trends |
|------------------------------|-------------|-------------------------|------------------------|---------------------|
| shows in ireland             |             | 0,000                   | 0,000                  |                     |
| ☆ sessions by the sea 2010   |             | 1,900                   | 1,300                  |                     |
| ☆ sessions by the sea        |             | 4,400                   | 2,900                  |                     |
| ☆ sea sessions tickets       |             | 73                      | 73                     |                     |
| ☆ sea sessions line up       |             | 58                      | 46                     |                     |
| ☆ sea sessions festival      |             | 58                      | 36                     | -                   |
| ☆ sea sessions donegal       |             | 36                      | 28                     | -                   |
| ☆ sea sessions bundoran 2010 |             | 170                     | 110                    |                     |
| ☆ sea sessions bundoran      |             | 480                     | 320                    |                     |
| ☆ sea sessions 2010          |             | 1,900                   | 1,300                  |                     |
| ☆ sea sessions 2009          |             | 28                      | 16                     | -                   |
| ☆ sea sessions               |             | 4,400                   | 2,900                  |                     |
| ☆ sea session                |             | 260                     | 73                     |                     |

# Affiliate Marketing and advertising

Monetise your site  
traffic by promoting  
relevant brands and  
services

# Affiliate Marketing and advertising

But remember:

Your conversions come first

# Affiliate Marketing and advertising

## Monetisation strategies:

- Sponsorship/tenancy
- CPM – cost per thousand impressions
- CPC – cost per click
- CPA – cost per action / sale (affiliate)

# Sponsorship/tenancy

Not performance related

Various formats:

- homepage take over
- Ezine features
- Homepage presence / banner
- logo

Fixed fee for position: €10,000 for annual sponsorship

Premium for exclusivity

# Sponsorship/tenancy

## Potential advertisers:

- Drinks sponsors
- Offline / traditional events sponsors
- Local chambers
- Technology / phone companies
- Airlines

# CPM – cost per thousand impressions

## Placing banner ads on your site:





Easy Christmas gift shopping with eircom

Gifts For Her | Gifts For Him | Gifts For Children | Gifts For Baby

[find out more](#)



News | Sport | Entertainment | **Lifestyle** | Education | Products | Support | my eircom | Your Bill |  my e-mail

You are here: [eircom.net homepage](#) » [lifestyle](#) » [eating out](#)

**Lifestyle Home**

Classifieds

Competitions

Eating Out

Search by County


Search by Cuisine

Search by Cost

Property

Motoring

web | motoring | property | music | classifieds | goldenpages.ie | support

Search:  [search web](#) 



County

Area

Town

Cuisine

Cost

Overall Rating

Restaurant

Powered by 

[Search](#)

**Friends First**  
Income Protection

[click here for more information](#)



**Friends First**  
Part of the EUREKO Group

 Christmas Competition!  
**WIN** an XMAS HAMPER!

 **WIN** a family pass and an overnight stay in Dublin!

Choose by Cuisine

|                                 |                                 |                                |
|---------------------------------|---------------------------------|--------------------------------|
| <a href="#">American</a> (124)  | <a href="#">Ethnic</a> (17)     | <a href="#">Organic</a> (71)   |
| <a href="#">Argentinean</a> (1) | <a href="#">European</a> (1256) | <a href="#">Pakistani</a> (13) |

Special Offers



**Alex Seafood Restaurant @ Conrad Dublin Hotel**

# CPM – cost per thousand impressions

Placing banner ads on your site:

The screenshot displays the Ireland.com website interface. At the top, a navigation bar includes links for Home, Christmas, Entertainment, Food & Drink, Activities, Destinations, Accommodation, Transport, Competitions, and Shop. Below this is a secondary navigation bar with links for Cinema, Music & Gigs, Arts & Culture, Comedy, Events, Festival, Dating, and Fashion, along with buttons for Plan your..., Map Search, and Email Login. The main content area features an 'Entertainment' section with a search bar and a 'This week's highlights' grid. The grid contains eight items: Minions (Cinema...), a band (Music & Gigs...), a cartoon character (Arts & Culture...), a woman with a banana (Comedy...), Donkey Kong (Events...), Top Gear (Festivals...), a bar scene (TV & Radio...), and a couple dining (Dating...). On the right side, a vertical banner for the 'National Concert Hall Family Christmas Show' is visible, featuring a 'Book Now' button and a 'Snowman' character.

# CPM – cost per thousand impressions

INEC KILLARNEY  
www.inec.ie

## DES BISHOP



SATURDAY 15<sup>TH</sup> JANUARY

Tickets: €25.00

MY DAD WAS NEARLY JAMES BOND

[My Ticketmaster](#) | [Ticket Centres](#) | [Customer Service](#)

**ticketmaster**<sup>®</sup>

Enter Artist, Team, or Venue

Search

Ireland

[Change Location](#)

Home

Music

Sport

Arts & Theatre

Family & Attractions

Welcome. [Sign In](#)

Music

[The Script](#)  
[X Factor Live](#)  
[The Magic Numbers](#)  
[Sade](#)  
[All Music](#)

Sport

[Dublin Horse Show](#)  
[IRFU](#)  
[Leinster Rugby](#)  
[Munster Rugby](#)  
[All Sport](#)

Arts and Theatre

[War of the Worlds](#)  
[Tommy Tiernan](#)

# LIVE AT THE MARQUEE

## Live At The Marquee

Imelda May, Alexandra Burke, Christy Moore, Elton John and Bell X1 play the Marquee in 2011.

[Find Tickets](#)

[X Factor Live Tour](#)

**Live At The Marquee**

[Journey & Foreigner](#)

[McFly](#)

[On Sale Now](#)

[On Sale Soon](#)

My Ticketmaster

Hello.

Update your list of favourites and never miss an event!

[Sign In](#) or [Create Account](#)

Bank of Ireland



With the **Clear Credit Card** from Bank of Ireland get

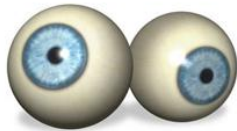


# CPC – Cost per click

- Advertiser pays you for each click
- €0.50 - €1 CPC
- Regular Banner formats
- Google ad sense

# CPA – Cost per action sale

- FestivalA.com

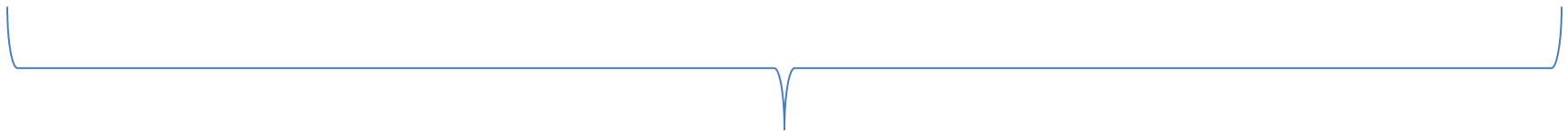


Leaves your  
site

Makes a  
booking/ action

- Hotel site

€ commission



# CPA – Best performing formats

- Logos
- Text links in advertorial
- Blog links
- Banners
- ezine features
- Special offers
- Dynamic / XML feeds

## Irish Breaks

### Last Minute

last minute | weekend | spa breaks



#### Fitzwilton Hotel

Sleep Wine & Dine for Only €69pps. Waterford City Centre Hotel, Fantastic Value, Book Now!

[www.fitzwiltonhotel.ie](http://www.fitzwiltonhotel.ie)



#### Athlone Springs Hotel

Single Rooms at the Athlone Springs Hotel from €75 per room including breakfast! Book Here.

[www.athlonespringshotel.com](http://www.athlonespringshotel.com)



#### Maldron Hotel Galway

Stay Longer for Less. 2 Nights from €59 per room per night. Book Now.

[www.maldronhotels.com](http://www.maldronhotels.com)



#### Corrs Corner Hotel

Internet Special Rate - Book this Belfast Hotel from £89 per room!

[www.CorrsCorner.com](http://www.CorrsCorner.com)



#### Westwood Hotel

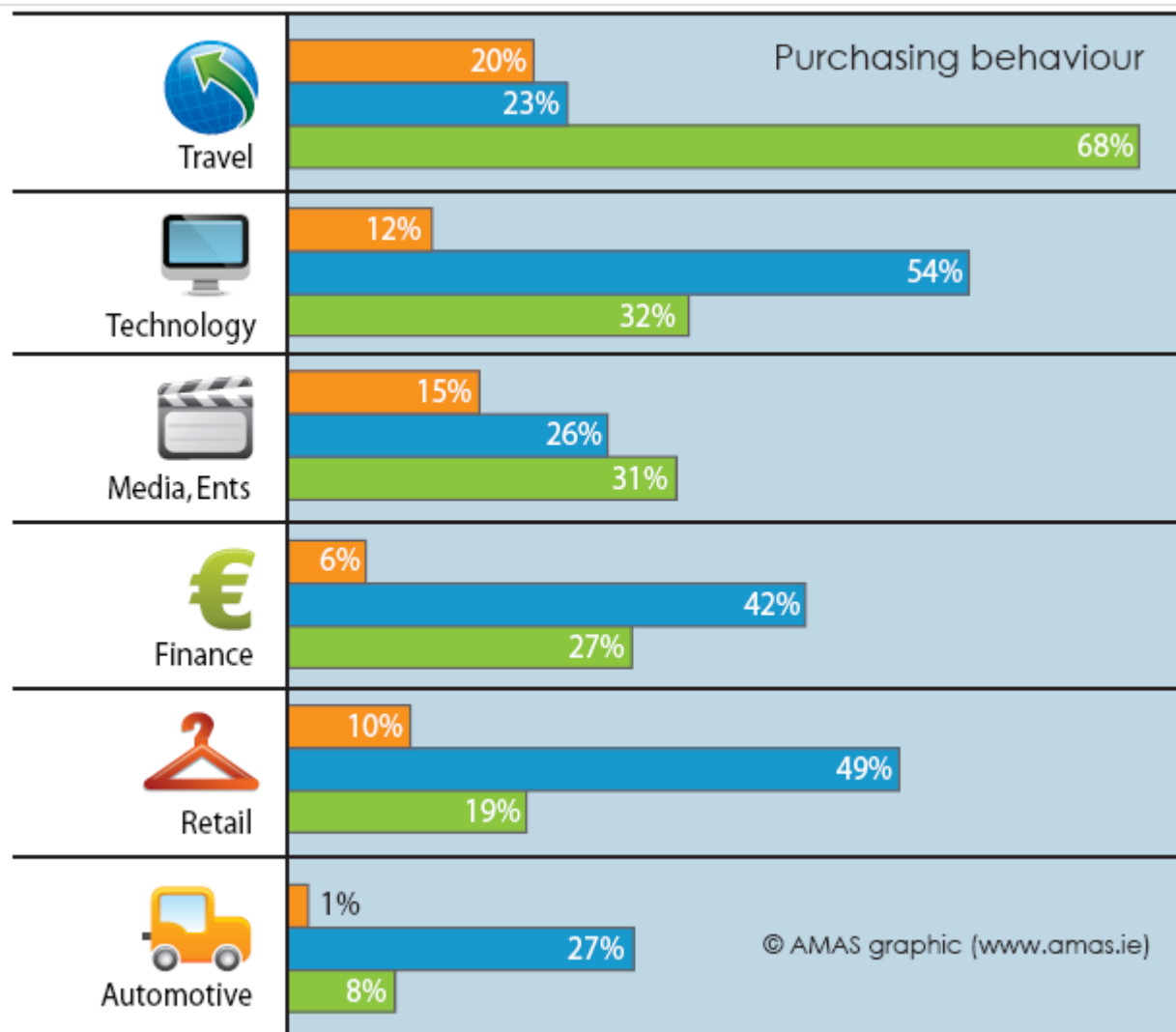
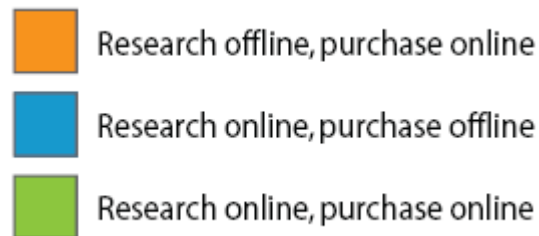
Galway City Hotel. Close to University. Rates from €79 per room. Book Now!

[www.westwoodhousehotel.com](http://www.westwoodhousehotel.com)

# CPA – Cost per action

- Choose known brands when possible
- Monitor performance & optimise
- Ensure no phone numbers are on creative
- Choose products that will convert

# What are people buying online?



# CPA – Where you fit

- You are a publisher !
- Free to register with affiliate networks:
  - Commission Junction
  - Tradedoubler
  - Affiliate window
  - Partners direct; hotels, transport

# CPA – Suitable products

- Regional airlines / international airline
- Hotels
- Shopping sites (festival fashion / camping)
- Car rental / camper van rental
- Restaurants / hair salons / beauticians

# Example affiliate programme

**RTÉ Travel** RTÉ Extra A-Z **giftsdirect.com** the joy of giving gifts **UNIQUE FLYING EXPERIENCES** Buy Now **RTÉ.ie**

RTE.ie News Sport Business Entertainment Television Radio RTÉ Aertel Performing Groups TRTÉ - RTÉjr RTÉ Guide About RTÉ

Mobile Edition · Fashion · Food · Dating · Motors · Jobs · Travel · Property · Classifieds · Shop · Weather · Live TV · RTÉ player

Google  Web  **goldenpages.ie** What are you looking for? Where?

Home | No Frontiers | Feature Articles | Currency Converter

**Deals and Destinations**  
Ed Leahy picks the best Christmas ideas and sun offers.

**Cork City**

**Deals and Destinations**

**Christmas Markets**

**Ardmore**

**Search Destinations**

**aerlingus.com**

Return   
One-way

From   
to


Departing  
30 November


Returning  
30 November


Fare type  
Lowest


Adults 1   
Children 0  2-11 yrs  
Infants 0  < 2 yrs

**Audio and Video Reports**

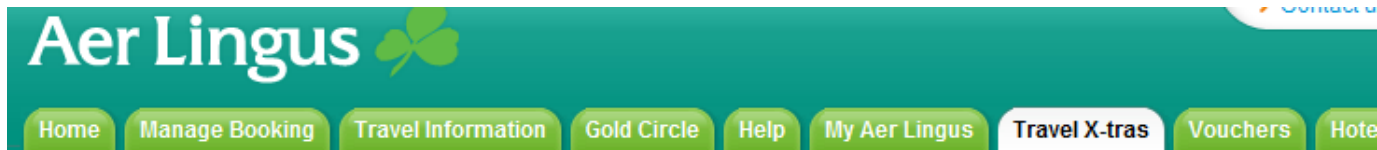
 **Dining out in New York**  
Drivetime with Philip Boucher-Hayes

 **Las Vegas**  
Drivetime with Mary Wilson

 **Sardinia**  
Drivetime with Mary Wilson

 **Dublin**  
Drivetime with Philip Boucher-Hayes

# Example affiliate programme



Home > Travel X-tras

## Travel X-tras

- Transport / Hostels / Disney >
- Car hire >
- Hotels >
- Travel Insurance >
- X-tras from UK >
- X-tras from Germany >
- X-tras from France >
- X-tras from Spain >
- X-tras from Italy >
- X-tras from Netherlands >
- X-tras from Poland >
- X-tras from Portugal >
- X-tras from USA >

### Travel X-tras



Tours & Activities

Lowest Prices Guaranteed **GO**



Disneyland

Discover the Magic **GO**



HOSTELWORLD.com  
SLEEP EASY

Hostels & B&B's

Hostels beds from €6  
B&Bs beds from €11 **GO**



Click here to book your holiday transfer

HolidayTaxis.com®  
the smart way to arrive on holiday **GO**



Heathrow to central London every 15 minutes

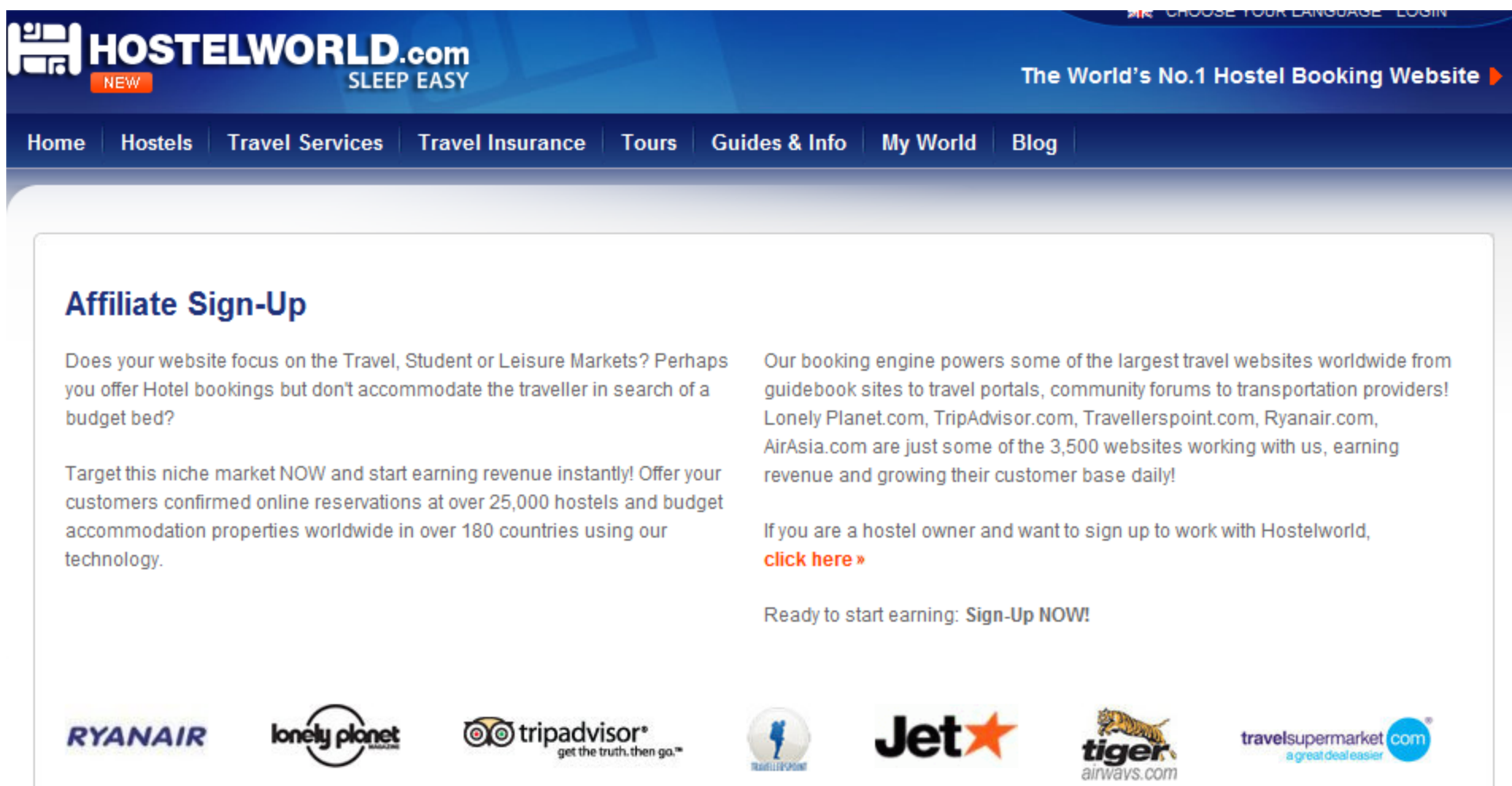
Heathrow express **GO**



Gatwick Express to central London every 15 minutes

GATWICK EXPRESS **GO**

# Example affiliate programme



**HOSTELWORLD.com**  
NEW SLEEP EASY

The World's No.1 Hostel Booking Website ▶

Home | Hostels | Travel Services | Travel Insurance | Tours | Guides & Info | My World | Blog

## Affiliate Sign-Up

Does your website focus on the Travel, Student or Leisure Markets? Perhaps you offer Hotel bookings but don't accommodate the traveller in search of a budget bed?

Target this niche market NOW and start earning revenue instantly! Offer your customers confirmed online reservations at over 25,000 hostels and budget accommodation properties worldwide in over 180 countries using our technology.

Our booking engine powers some of the largest travel websites worldwide from guidebook sites to travel portals, community forums to transportation providers! Lonely Planet.com, TripAdvisor.com, Travellerspoint.com, Ryanair.com, AirAsia.com are just some of the 3,500 websites working with us, earning revenue and growing their customer base daily!

If you are a hostel owner and want to sign up to work with Hostelworld, [click here »](#)

Ready to start earning: **Sign-Up NOW!**

**RYANAIR** **lonely planet** **tripadvisor®** **travellerspoint** **Jet** **tiger** **travelsupermarket.com**  
get the truth. then go.™ airways.com a great deal easier

# Example affiliate programme

ebookers.ie

[Apply for this program](#)

Visit the site : <http://www.ebookers.ie/shop/no...>

Important! Read the TradeDoubler Publisher Agreement

I have read the agreement and accepted the terms therein.

## Business information

### Commission structure

| General segment : General |     |          |
|---------------------------|-----|----------|
| UV                        | EUR | 0.00     |
| Flights                   |     | 1.40 %   |
| Car Hire                  |     | 6.00 %   |
| Hotels                    |     | 8.00 %   |
| Insurance                 |     | 6.00 %   |
| Hotel                     |     | 8.00 %   |
| HotelSale                 |     | 8.00 %   |
| IE Flights                |     | 1.40 %   |
| Flight & Hotel            |     | 3.00 %   |
| Air + Pub                 |     | 1.40 %   |
| Air + Net                 |     | 1.40 %   |
| Air + Bulk                |     | 1.40 %   |
| Hotel + DCHH              |     | 8.00 %   |
| Hotel + PEG               |     | 8.00 %   |
| Hotel + PDN               |     | 8.00 %   |
| Hotel + OMH               |     | 8.00 %   |
| Hotel + HET               |     | 8.00 %   |
| Hotel + GTA               |     | 8.00 %   |
| Insurances                |     | 6.00 %   |
| Hotel + 1V                |     | 8.00 %   |
| IE Car Hire               |     | 6.00 %   |
| Transaction Adjustment    |     | 100.00 % |

### Technical info

► [ebookers.ie FAQ](#)

Program Id : 799  
Your site ID : 1868399  
Cookie time : 30 days  
Keyword policy : Closed  
Implementation Type : G2

### Contact:

►

**General Queries: Please click [here](#) to contact the Publisher Support Team.**



**Fáilte Ireland**  
National Tourism Development Authority

# CPA - Key points

- Research products that fit with your festival
- Use performing formats - what works
- Ensure deep linking to increase conversions
- Choose recognised brands
- Think of your audience & who would like to talk to

# Creative Fundraising

## Questions?

Michelle O'Keeffe