

paid on results



Guide notes on good web marketing practice

Merchants new to the web are often not aware of what is good web etiquette as regards contacting site owners they may regard as potential Affiliates.

Example 1. What **not** to do!

This was an e-mail sent by one of our new Merchants.

The identity has been disguised to protect the embarrassment of the guilty

Good day to you,

You are receiving this e-mail because you have an interest in 'XXXXXX and therefore could benefit from our service. Here's how:- As a website owner you could benefit from our service by becoming an Affiliate. This can be done through www.paidonresults.com If you don't fit this category and would like your name removed from our mailing list, reply with the word 'REMOVE' as the subject, otherwise read on.

We operate several websites one of which is www.XXXXXX.com which analyses and presents information. Have a look, you may be just a impressed.

Coming soon www.XXXXXX.com

Regards,

XXXXX

For 'XXXXXX Ltd

The wrong way to market yourself



Our e-mail to the Merchant:-

To: 'XXXXXX'

Subject: your spam e-mail

Hi 'XXXXXX, we have had complaints in about the e-mail that you are sending out.

An e-mail is considered spam when you send it out to people blindly, i.e.

Just because they have a connection with 'XXXXXX doesn't mean you can just e-mail them and offering to remove them from a list they didn't ask to be on doesn't make the e-mail okay to send. You could also be breaking the data protection act if you are storing personal e-mails along with that of companies to send out these messages.

I recommend that if you want to contact people about your program that you visit each web site individually, find the correct contact method and included the site name and what section or where on the site you could see it being a benefit to them by adding your service.

You must also never use the Paid On Results URL in your own e-mails, because if any e-mail that triggers off a mass of spam complaints would result in us removing you from our network. So what I recommend you do is make a page on your site explaining the Affiliate program and link to this in your e-mails.

I know your keen to promote your program, but taking part in spamming website owners will only put people off. The most effective way merchants have found is to research who is promoting competitors using the likes of Google, typing in relevant keywords, then visiting the sites and contact them one by one with a personalised e-mail.

Best Wishes,

Account Manager

Paid On Results Ltd.

