

พลิกเกมการตลาดด้วย Affiliate Marketing



GAME

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and Affiliate Business
AnyMind Group.

What's Affiliate Marketing?

การตลาดแบบ “วัน-วัน”
แบรนด์ขายได้...จ่ายค่าคอมฯ

← ค้นหาสินค้า

SHOPEE AFFILIATES

ทำ shopee affiliate ยังไง ให้ได้ค่าคอมเยอะ??

รายได้ของเงิน **฿43,699.46** คอลเลคชั่นของเงิน สร้างใหม่ ข้อเสนอสำหรับเงิน **0**

ร้านค้าในการโปรโมต

มากถึง 4% คอมมิชชั่น มากถึง 4% คอมมิชชั่น

สินค้าในการโปรโมต

EXTRA COMM

ชิมเบ็ดไม่จำกัด โปรเบ็ดทรูยอดฮิต BEST SELLER

คุณมีใบเสร็จหรือการตรวจสอบและยืนยัน กรุณาตกลงยอมรับโดยเร็วเพื่อรับค่าคอมมิชชั่นรอบต่อไปอย่างไม่ล่าช้า ตรวจสอบตอนนี้

3 month's estimated earnings **฿7,971.66**

Please remember to complete your tax information before the payment

This month's estimated earnings **฿339.88** Estimated to date **฿8,477.41**

Conv... ทำ affiliate เดือนแรก ได้เกือบ 8,000บ.!

Yesterday 5 Days

Click: **4217** Order: **126**

Incentive R... 100.00

Activity Time:

CHIANG TIKTOK

TIKTOK AFFILIATE
เพิ่มสินค้าขาย
โดยไม่ต้องสต็อกของ

HOW AFFILIATE WORK?



Overview of Affiliate Marketing

Affiliate Marketing is a performance-based marketing strategy that rewards affiliates for promoting a product or service. It allows businesses to tap into a wider audience and boost revenue by advocating for their brand.

Affiliate Payout Models

CPS, CPA, CPL, CPI

Common Affiliate Types

Content Creators,
Influencers,
Review Sites

Types of Promotion

Clip, Live, Banners,
Text Links, Coupons,
Social Media Posts

Marketing Metrics

Clicks, Conversions,
Impressions

Affiliate Payout Models

Purchase

CPS



- Fashion
- Electronics
- Cosmetics
- Travel
- E-commerce
- Insurance
- Delivery

Registration

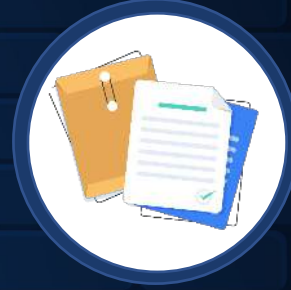
CPL



- Insurance
- Real Estate
- Automobile
- Education
- Recruitment

Application

CPA



- Bank
- Insurance
- Real Estate
- Recruitment
- Automobile

Installs

CPI



- Game
- Delivery
- Mobile App.

Benefits of Affiliate Marketing

1

Cost-Effective

Affiliates are paid once a sale is made, making it an affordable marketing method.

2

Wider
Customer
Reach

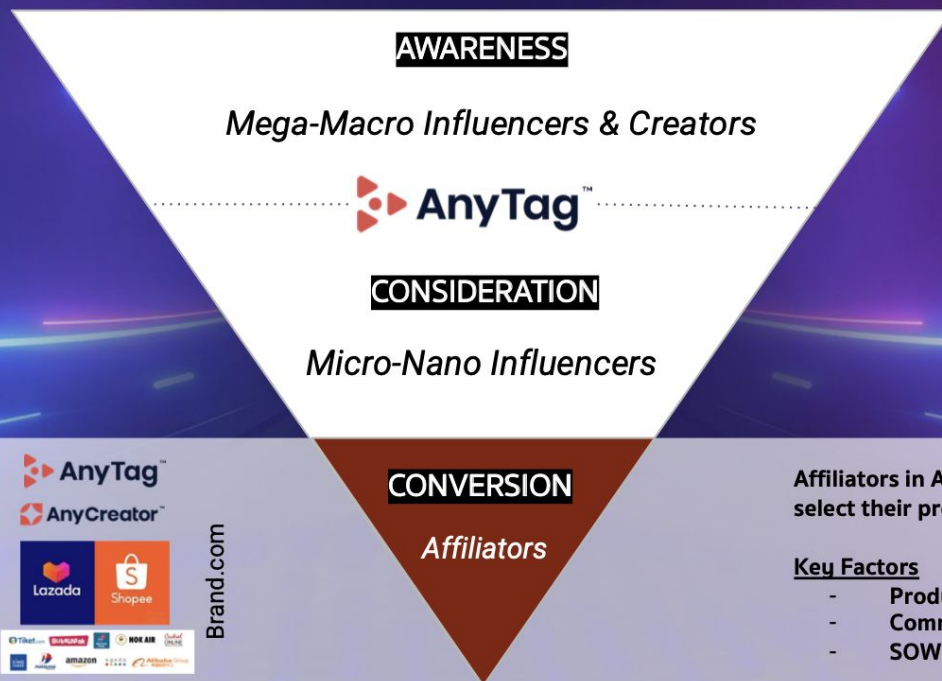
Affiliates can market products to their loyal followers, increasing the reach of a particular brand.

3

Increased
Sales

Affiliate marketing campaigns can generate leads that convert to higher sales.

Full Funnel Influencer Marketing



Affiliate Deal Options

- Accept 100%
 - RS (revenue sharing)
- Partial 50%
 - RS + MG (min. guarantee)

Deal acceptance entirely up to influencers in AnyTag Platform (10k+ KOL)

Key Factors

- Product USP
- Commission %
- SOW

Affiliators in AnyTag and other Affiliate Platforms will select their preferred deal to promote. (10k+ Affiliators)

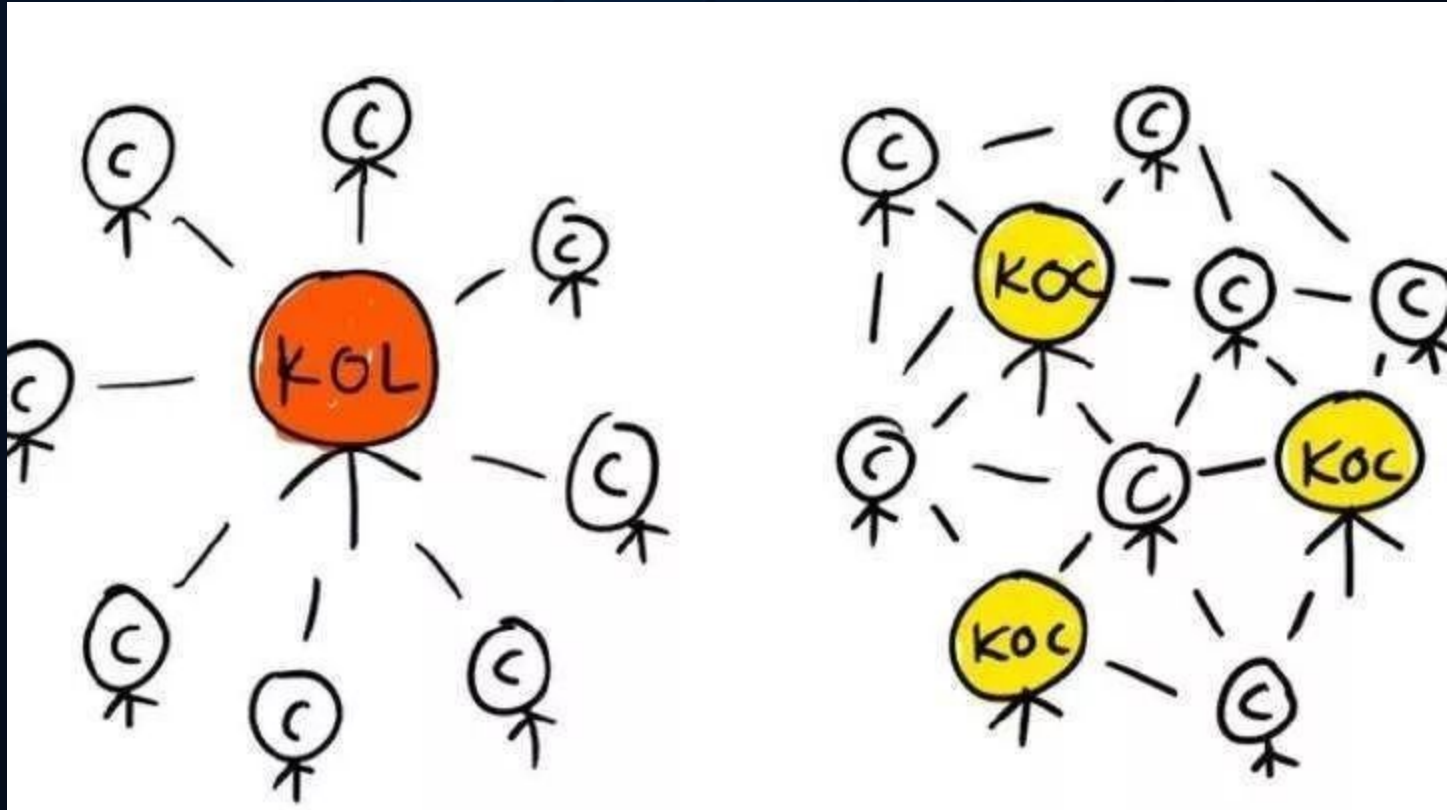
Key Factors

- Product USP
- Commission %
- SOW

**Affiliate
Platforms**




Why Affiliate Marketing?




Why Affiliate Marketing?






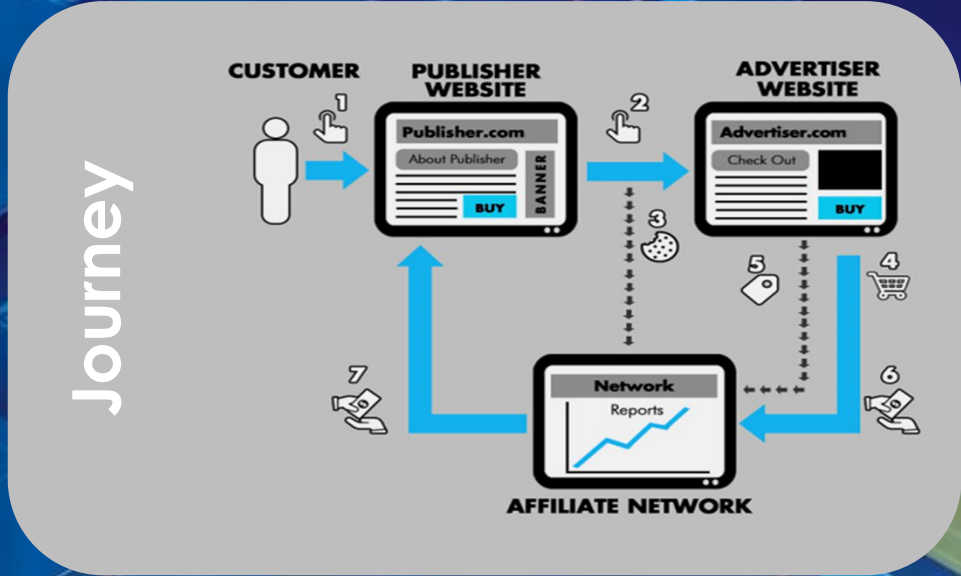
CPS
Cost Per Sale
User makes a purchase



CPA
Cost Per Action
User completes an action



CPL
Cost Per Lead
User submits details



Publisher Overview

ALL

Bloggers & Content



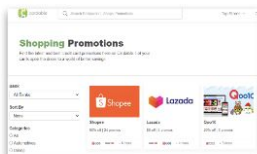
Coupons



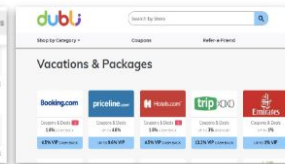
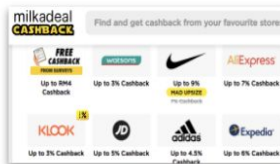
Deals



Comparisons/Booking Engine



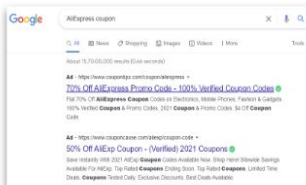
Cashback/Reward



Social Media



Search/Paid Ads



Emailers



Retargeting / Native



TikTok Shop IS Game Changer

Content on TikTok is ..



Immersive

Sound-on, full screen



Short Form

Bite-sized entertainment



Unique

Your window to the world via the FYP

Transforming how people shop

"From TikTok"



>14B **#TikTokMadeMeBuyIt**
Hashtag Views Globally

>2.3B **#รีวิวของดีบอกต่อ**
Hashtag Views Globally

"To"

eCommerce
Marketplaces

Retail Stores

Brand.com

TikTok Shop



TikTok Shop IS Game Changer

Shoppertainment: an entertainment- first, commerce- second approach

Entertainment-first

Storytelling,
educational

85%

Don't force
decision making

74%

Authentic

75%

Video-first

83%

Trends &
recommendations

74%

Commerce Second

Clear information

Top
reason

Purchase straightaway

2nd
reason

CONFIDENTIAL & PROPRIETARY



Source: Press research; Future of Commerce research by Boston Consulting Group, commissioned by TikTok. Conducted in ID, TH, VN, JP, KR, AU (Thailand Result), Apr 2022; BCG analysis

= % of respondents that agreed with attribute making content enjoyable

= lack of them were top reasons for not going through with purchase, ranked by consumers (excl price and need-more-time)

TikTok Shop IS Game Changer

A New Marketing Model

Resulting in **infinite** opportunities to convert

The path to purchase now does not follow the old-fashioned way of the linear funnel. On TikTok, there is no start or end to the purchasing path.

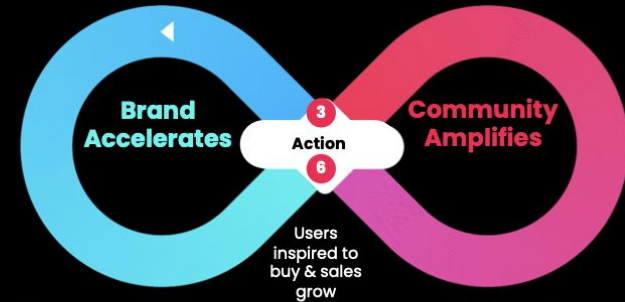
It's an infinity loop.

1 Discovery

Brands grow awareness with ad solutions & For You Feed

4 Review

Users shop & tell, creating organic content that sparks joy



2 Consideration

With entertaining content, users increase purchase intent & willingness to buy

5 Participation

More users are inspired and join in the conversation, growing excitement about the brand and products

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TikTok Shop ร้อนแรง ดูดกลยุทธ์

Affiliate Marketing เต็มโต

คุณพร้อมหรือยัง?



#รีวิวของดีบอกต่อ

2.3 ล้านครั้ง

56% ของผู้ใช้โซเชียลมีเดีย
บอกว่า

TikTok Shop ช่วยให้ค้นหา
สินค้าที่ต้องการซื้อได้ดีกว่า

48% ของผู้ใช้
TikTok บอกว่า

เจาะดูรีวิวสินค้าที่อยากซื้อ

Entertainment **First**

Commerce **Second**

Which Brands Are Appropriate for Affiliate Marketing?

START WITH AFFILIATE



e-commerce
Enablement



Research
Platform



OPEN
Affiliate Marketing



Work with
Broker

**Grab
Food**

Objective: To increase brand awareness and sales conversions among consumers by using Affiliate KOLs (Macro, Micro, Nano)

Category: Food delivery

Strategy: Macro Influencer take out to eat ข้าวต้ม, We put link "search keyword" in video description using keyword "ข้าวต้ม" and use micro & nano influencer to share link on social media

MAWIN FINFERR
(Macro Influencer)

- 645K Subscribers
- Food Category

Results:

Rev: 138K thb

CVS: 6.7%

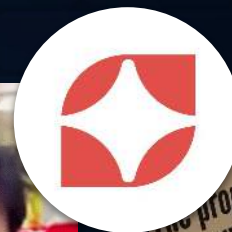
KOLs AnyCreator
(Micro & Nano Influencer)

- 55 KOLs
- 12 APR - 23 APR

Results:

Rev: 74K thb

CVS: 1.4%



Revenue

212K thb

Clicks

4,097

CTR
(YouTube)

0.03%

CVS

4.7%



Category : Family, Mom and baby

Products : Master Rabbit Propolis

AOV: 250 THB

Main Idea

With current pandemic situations, many children inevitable to face with all those virus, bacteria, pm 2.5. Many families cannot afford to enter healthcare, therefore, this item is answers to all question to those families.

Assumption why this product is selling so well:

- It is a must-have item at home.
- It is a product that has a relatively long expiry date.
- Creators demonstrate how to actually use it with the baby. (Be honest with her followers)
- Cute mommy and baby style. As well as, she answers all comments



21deccoolkid

Propkid

Follow

9871 Following 16.7K Followers 295.9K Likes



21deccoolkid

Propkid · 11-13

Follow

แม่ขอโทษสิมไปเลยมาควันรูปเยอะ แล้วมองไม่โตใสแผลสด้วย คั้นคอเลย 😊 ขึ้นรถมารับพันสเปรย์บรรเทาอาการเจ็บคอ เป็นซักไอเหมที่ตองพกติดตัว รองจากสเปรย์แอลกอฮอล์เลย #เด็กคันคอ #เด็กไอ #เด็กเจ็บคอ #สเปรย์พันคอสำหรับเด็ก #สเปรย์พันคอแก้ไอ #สเปรย์พันคอpropolis #propolisforkids #สเปรย์แก้ไอ #สเปรย์แก้ไอเด็ก #สเปรย์พันคอพรอพโพลอส

🎵 Clock It - Chris Alan Lee



มุกทิศา เข็มมงาม

ก๊อบนอน ด้ดได้ใหม่ ฟันไม่มุ ไข้ไหมคะ

2h ago Reply



Propkid · Creator

ได้คะ เค้าใช้สารทดแทนความหวานแบบไม่ทำให้ฟันมุคะ

2h ago Reply



ปีม' ปีม.

ตามร้านขายยาที่มียคะ

7h ago Reply

Revenue

฿126,850.22

View

5,707,540

Total
Engagement

43,637

CTR

1.02



How to Implement Affiliate Marketing

1

Choose the
Right
Affiliates

Use affiliate marketing research tools to find the right affiliates that are the best fit for your business. Find affiliates who resonate with your brand message, audience, and niche.

2

Create an
Affiliate
Program

Utilize Affiliate Management software to develop an Affiliate program template, commission structure, and rules properly. Create a proper agreement to ensure commission payment processes.

3

Develop
Promotional
Materials

Create promotional materials such as banners, images, videos, and text links that affiliates can use to promote your products. The more promotional materials provided, the better it will be for your affiliates to use them.



Conclusion: Why Affiliate Marketing is a Game-Changer in the Thai Market

Affiliate Marketing is a groundbreaking technique that strengthens business relationships and ensures the growth of a brand. In Thailand, nearly a quarter of businesses are introducing affiliate marketing to their promotion strategies. Consider this an opportunity to use this strategy to your advantage and grow your business further!