



Affilicon MAGAZINE

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AFFILIATE MARKETING GOING GLOBAL



**NICHE TREND
MARKETING
IS FAST-TRACED
EARNING**
BY ITAY PAZ



SLAP Google
LIKE A RAG DOLL
BY MATT BACAK

More In This Issue:

- ➔ PAY FOR PERFORMANCE MEETS WEB PROJECTS OUTSOURCING
- ➔ BE A TWITTER NINJA FROM A BEGINNER TO A SAVVY TWITTER

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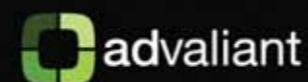
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Affiliate marketing is not a local, national activity. Traffic is being generated on a global basis these days and affiliates can be found in any country.

THINK GLOBAL.

Affilicon Israel Conference

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Welcome

Welcome to our first Affilicon Magazine. Following a long research process we came to the conclusion that a full education and "stay tuned" nowadays takes 3 components:

A series of events "close to the customer". This is one of the reasons why Affilicon will hold 5 conferences and exhibitions a year. A quarterly magazine to be distributed both electronically and hard copy, a stage for up to date articles, surveys, new products and data about the Affilicon events.

Massive activity over various social networks to keep all of us updated.

The Affilicon magazine will initially be circulated among 10.000 subscribers and conferences attendees. It will be published quarterly and will have a general section and a section dedicated to the event(s) to be held during the quarter.

We will do our utmost to provide the most valuable data and set the magazine to be the leading international publication for affiliates, affiliate programs and online marketing experts. We are looking forward to seeing you contributing valuable content and making the Affilicon Magazine a must have addition in our ever changing world.



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Whoa...what happened to you?



Don't ask....



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Slap



Like a RAG Doll

GOOGLE™

by Matt Bacak

How do I drive free traffic to my websites with just using 1 (ONE) measly article?

I figured that this may help a lot of people reading because I always notice the most of the questions are about Articles. In this article, I am going to explain to you the system that you can use almost immediately and start implementing to your online business today! In order to get free traffic flowing to your website, you need to follow the nine steps in the A9 Process.

STEP ONE: Write an Article.

Your article needs to be between 300 and 500 words long. Make sure you are writing good content about your business. The key is to have your viewers learn and benefit from the information you are giving. **Tips to Writing an Article:** If you have an information product you want to sell, you should take your

product and break it down into small pieces. These pieces will become the articles, so to speak. If you do not like writing articles, or writing at all for that matter, you have the option to outsource it.

Here are a few places you can outsource your article to: Elance.com
GuestProfessor.com
TheRealArticleFactory.com
ThePhantomWriters.com
Content-Writer.org
ArticleAuthors.net

STEP TWO: Submit your Article.

Once you have submitted your article to one article submission website, other websites will pick up your information and pass it around as well.

Here are a few things you need to do before you submit your article:

Create a summary about your article. Always create a "Call To Action" section at the bottom of every article.

Example: "There are many

strategies to making money on the internet, but nothing makes sense unless you have a big list. Email Marketing is the most profitable way to make money on the internet. When you build a list of hot and hungry prospects you control your future. Discover how to use the internet and turn your computer into a cash gushing machine. Sign-up right now for Matt Bacak's FREE online newsletter to find out how to do exactly that - Go here: <http://www.promotingtips.com>.

So where do you submit your article to? Well, here is a list of 60 article submission sites that you can go register to and start submitting your articles. This task is a little time consuming but well worth it!

Articlebiz.com
Articlecity.com
Articledashboard.com
Ezinearticles.com
Selfgrowth.com
Articlealley.com
Articlecube.com
Easyarticles.com
Ideamarketers.com

Articles.webraydian.com
Site-reference.com
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Ezine-directory-express.com
Freearticlepost.com
Gratisartikler.com
Impactarticles.com
Lsysi.com
Marketmyarticle.com
Media13.com

STEP THREE: Rework Your Article into a Press Release and then Submit.

To rework your article into a press release, you need to visit this site:

www.prwebdirect.com/pressreleasetips.php When you go to this website, it will explain exactly what you will need to do in order to format your press release correctly. A press release needs to be more like an announcement, rather than just news being given (like an article is traditionally written). However, you want to stick with the content you have already come up with, you're just changing it to fit a different media. Once you have completed

your press release, it is now time to submit it to press release submission websites. There are two different ways you can do this: 1. The FREE way - where you go out to all the free press release submission websites and post your information OR

2. You can use www.prwebdirect.com and pay to have your press release submitted. Both have equally good ways to submit your article, but obviously the paid is a little less work. Just like submitting your article, you will do the same steps submitting your press release. This step is highly important because press releases get passed around the internet like wild fire. There are thousands of new sites, news rooms, and trade magazines that will pick up your information and post it on their sites.

Here is a list of places you can go to and start submitting your press releases for free today: i-newswire.com
clickpress.com
free-press-release.com
express-press-release.com
1888pressrelease.com
pr9.net
pressbox.co.uk
pressmethod.com
pressreleasespider.com

malebits.com
prnuke.com
prlog.org
afly.com
press-base.com
pressexposure.com
sanepr.com
prurgent.com
prbuzz.com
prfree.com
freepressindex.com
transworldnews.com



STEP FOUR: Rework Your Article into a Video.

You want to rework your article into a video. This can get a little complicated. If you are not proficient in using the computer or do not want to learn, please hire this stuff out - it will save you loads of time. What you will need to start with is some recording equipment maybe a microphone and a program called Sound Forge built by Sony. With this, you can record yourself reading your article. You can also hire a voice talent to do this work; typically a professional voice talent gets paid at least \$100 per hour. When you have your audio created and ready to go, it is time to start creating the video. We use Microsoft Power Point to create template slides to use in our video and we use a program call Sony Vegas Movie Studio to put the audio and template slides all together.

You want to create at least 3 to 5 slides with key bullet points in your article. If more slides are needed, then you can make more (3 to 5 should be enough). When you create your slide make sure to save them as a picture file like "jpeg" so that you can import them into Sony Vegas Movie Studio. Once you have all of these items you will need to import the media into Sony Vegas Movie Studio and start building your video.

If you would like to find the equipment to do this by yourself you can go to: <http://www.InternetVideoGuy.com>. This is where you can find the right equipment and the right training on how to do this task. Once you're finished editing your video you will need to create the different video files. You need to make sure to create 3 different file formats. This will help you get more visibility on sites that use different video formats (mpeg1, mpeg2, rm).

STEP FIVE: Submit Video.

Now you're ready to start submitting your videos to video submission websites. To do this, you will need to submit your video to different video submission websites. Just like the article submission, and PR (Press Release) submission websites, you will need to create accounts at all the different video submission websites. Then you log into the site and upload your video. This will take a little bit of time because videos take some time to upload. You will then need to create a description for your video so that the video submission sites know what content you have uploaded to them.

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BE VISIBLE!
LEAD THE WAY OR GET OUT OF THE ROAD

The results you get from video submissions are fantastic. Videos have become the staple for the internet today. The Big 3 (Google, Yahoo, MSN) are trying to turn the internet into the next television, so videos get ranked very high. Here is a list of video sites you can start submitting to:

AtomFilms.com
Blip.tv
BoFunk.com
Eyespot.com
Flurl.com
GoFish.com
GUBA.com
LiveLeak.com
LiveVideo.com
MegaVideo.com
Motionbox.com
Revver.com
Sharkle.com
SPIKE.COM (ifilm)
Stickam.com
SUMO.tv
Twango.com
Veoh.com
Video.google.com
Video.yahoo.com
vidilife.com
vMix.com
YouTube.com

STEP SIX: Turn your Audio into a Pod Cast.

Since you already have your audio file created (you used it in the video presentation), you need to pod cast it. Pod casting is one of the quickest ways to start your own radio station. With iTunes having over 200 million users, there should be no reason why you would not want to start pod casting today. When you use iTunes 4.9 or later, Apple has taken pod casting mainstream by building everything you need to find, subscribe to, manage, and listen to pod casts right in iTunes. You can publish your podcast to iTunes (as long as

it's free of copyrighted material and overtly explicit content) and reach a potential audience of millions. There are video tutorials on Apple's site to help you get through this task. To make it easier, visit this site: <http://www.apple.com/itunes/tutorials/>

STEP SEVEN: Create a Blog Entry.

By taking the code from your video in YouTube and using the content from your article, you can create a blog entry. Simply copy your videos code and then paste it into the code section of your blog. Next you need to copy your article and post that in the view section of your blog. Then you hit the publish button and that's it! Blogging your content will help you create another media to pass your information. Plus the blog "pings" different blog search engines (which is just a fancy way of saying your blog automatically tells these places that it has content.). These blog search engines will post your information on their site creating more back links to your website.



STEP EIGHT: Create a Squidoo Lens.

To make a Squidoo Lens, you use your video and audio content. Squidoo is an insanely easy-to-build page online. It's popular way to drive more

traffic to your website. If you want to get the word out about something, sell something, share information, or just love to create and express yourself, then you shouldn't miss out on this task.

It is super easy to do - Squidoo has a wizard that walks you through creating the lens. It's also very simple to add your video from YouTube because you can search for it through Squidoo and they will create the video code for you. This is a great site to be on because it is considered an authority site on the internet and it has a page rank of 7.

You can also put links back to your website on their site for free! This should be a no brainier as to why you would want to use this site to drive traffic.

STEP NINE: Bookmark Your Video Links.

The last step entails you to social bookmark your video links. This will help you boost your videos higher in the search engines. Ultimately, this will boost your main site even higher. A social bookmark site is just like using the bookmark tab in your browser. It bookmarks the sites you're interested in. Although, rather than being on your computer, a social bookmark site allows you to save them online... so you can visit these bookmarks from any computer.

Just like the other sites, you have to create an account (login and password). Title your link, create a description (that is where you can put your call to action) and create your custom tags (these are the keywords you are trying to promote). Once you're finished with one site, you move on to

the next and do it again. Here is a list of social bookmark sites you can use to start posting to:

Propeller.com
Slashdot.org
Digg.com
Technorati.com
Del.icio.us
Stumbleupon.com
Twitter.com
Reddit.com
Tagza.com
Fark.com
Newsvine.com
Furl.net
swik.net
Connotea.org
Sphinn.com
Blinklist.com
Faves.com
Mister-wong.com
Spurl.net
Netvouz.com
Diigo.com
Backflip.com
Rawsugar.com
Bibsonomy.org
Folkd.com
Linkagogo.com
Indianpad.com
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MyLinkVault
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Jumptags.com
Fetch
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A1 Webmarks
Bookmark Tracker
myVmarks
Mixx.com
Wirefan.com
Danogo.com
Symbaloo
Jimmy
Health Ranker
Ka-Boom-It.com

Once you have completed these nine steps, you are now ready to start driving free traffic to your website. I am always tweeking this process :-)

Niche Trend Marketing is Fast-Tracked Earning

by Itay Paz

It doesn't take a recession for you to know that there has got to be a better way to make money than sifting through the want-ads or trying to make heads or tails of a complex technical strategy that would require degrees in web design and marketing. There is a better way, and finally you've stumbled upon it.

What is this coveted earning technique? Good question! The answer is actually quite simple. Think about the money you could make if you got in on the hottest trends. Consider the most popular book and movie series, brands and jewelry styles, or even home décor that everyone seems to have. Not a fad, but the trends that have staying power.

Think about Harry Potter, Guitar Hero, beanie babies, Italian charm bracelets, and Martha Stewart home decorating products. Wouldn't you have loved to have seen those trends coming so that you could profit from them in some way? Of course you would!

This doesn't mean that you need to open your own store with inventory and employees, nor does it mean that you need to start an online business and deal with shipping and returns. That's the wonder of Niche Trend Marketing. You

have all the benefits of selling the hottest items out there - without having to make a single sale.

The trick to Niche Trend Marketing is as simple as 1-2-3:

- 1) Identify trends that are about to start or that are just getting off the ground.
- 2) Find a merchant with an affiliate program that will let you profit from products related to that hot new trend.
- 3) Use an amazingly simple-yet-effective marketing campaign that lets you earn from that affiliate program.

That's all there is to it. Nothing technical, complicated, or even difficult. The only trick is knowing where to look for hottest new trends, and how to get the most out of a very basic online marketing campaign.

How basic? It's so simple that even if you are a beginner who has never tried any form of marketing before in your life, you can still have a very effective campaign set up in one evening. And, depending on how much time you want to dedicate to your marketing, you can grow it from there.

But marketing products in a recession? You might be wondering how effective Niche Trend Marketing could be when we're in a global economic slump, and

people just aren't spending the money they were a year or so ago.

Yes, it's true that people aren't spending as much money. They're cutting back on travel and aren't eating out at restaurants as frequently. They're buying more of what they feel they need than what they feel they only want.

The magic of Niche Trend Marketing is that it targets those items that blur the line between a need and a want. True, people could probably survive without the next volume of their favorite book series or that video game release that they have been waiting for since it was first mentioned over two years ago, but the fact is that they always choose not to.

Trends are things that people want so badly that they will still buy them even when they don't have as much money to spend as they used to. The products within your Niche Trend Marketing campaign are those that people will save for by cutting out other luxuries.

So all this sounds well and good, but now you're wondering what's actually involved. Those three steps do sound easy, and it all makes sense in theory, but how does it all get put into practice? That is also easy! I know, I've been doing it myself for years and have made a tidy income in the process.





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Ask Andrea



by Andrea Yager

This column is here for YOU. Ask ANY question about online marketing, and it could be answered in an upcoming issue.

AS this is the first issue, I have decided to impart a few wisdoms learned along my journey to becoming a full time internet marketer. Exposure to other people's experiences, in small doses, can be hugely beneficial, and sometimes life altering (one of the reasons Twitter is such a huge success).

Therefore, I strongly advise you to skim through this, and then, if you are smart, and I know you are, read it again thoroughly.

Most of our successes can be attributed to a proper attitude. Here are 2 lessons where shifting attitude and action has proved invaluable, AND profitable (for me), and will for you as well.

Send your Marketing Questions to: "mailto:andrea@affilicon.com"



Lesson 1:

Does this text sound familiar?

"Are you tired of spending money on programs that do not work?.. If you want to drive a Fancy hot looking car like I do, and vacation whenever and wherever you want... then you have come to the right place.. yada yada yada..."

I am guilty of writing similar myself... I would even advise it!

Which of these thoughts are going through your mind when you read this copy?

a) Wow, Where do I sign up? I just know this is exactly what I need to solve all my financial problems and make lots of money! (...welcome newbie to the world of online marketing).

b) No way am I going to give any of these people my money anymore. I am sick of wasting my money and not earning anything back!

Let me provide you with a THIRD OPTION. Regardless of which category you are in above, this option will drastically change your approach, your attitude, and your chances of success.

So... you are seeking extra income? a new

career? a dream come true?

Then why do you expect it to be delivered in one \$27 ebook?

I can not calculate how much I have spent throughout the years, and the truth is that I am very similar to YOU - I usually did not earn money directly from the ideas I purchased. However, each and every single product has advanced my overall skills, so when I purchased the next program, I was that much more equipped with all the knowledge I was accumulating. The POINT is that while our society has programmed that it is acceptable to drop tons of money on college and grad school... I have 'purchased' a degree in online marketing. Not from one University, not from one teacher, but from some of the most successful entrepreneurs in the field. I have been able to be extremely selective, and can proudly say that it may not be 'official', but I have my Certificate on my wall - and I have graduated (with honor\$).

Tell me another career path that offers such affordable education and provides the results you can achieve online. BONUS part to this lesson:

Online marketing, in a manner similar to Hollywood, California is famous for

creating dreamers and skeptics. It is only natural that in a business when the success ratio is 10% vs 90%, (that's being optimistic), YOU will 'blame' the industry. While there may be little you can do about it in Hollywood, and this may sound harsh, but online success is SIMPLE. It may not always be easy, but it is simple. If someone sells you a product and it doesn't earn you money, did you REALLY do what they suggested.. or did you give up and move on to some other opportunity promising more immediate cash.. ?

STOP WHINING. STOP BLAMING. START DOING.

Lesson 2:

Take advantage of networking opportunities.

I can not advise this strongly enough. From the relationships I made at ONE convention, I have earned \$42,000 (so far) and I am poised to earn another even larger sum in the next few weeks. How about you?

A few disclaimers:

Go outside your comfort zone! A convention is not just for partying or sitting in the corner waiting to be noticed... I am not an overly aggressive or outgoing

person, but if you met me in public, you would not know this. WHY? Because I work very hard to go outside of my comfort zone.

Be Strategic!. Naturally the old adage that 'you can't judge a book by its cover is true', - it is possible that the least attractive, sloppy guy who is eating spaghetti with his hands is the richest in the room, but try to seek out others NOT just in your industry, not just in your niche, to seek possible cross promotions, where your skills can combine to create new projects. In case this was not clear in the preceding sentence, you obviously need to seek out those in your industry and your niche, since they are not your competitors, they are your future partners. You know that, right?

Every person you meet may deliver you to your next even better opportunity.


I am going to leave you with some food for thought for future questions with a list of ideas on how to promote your product / service.

- Google Adwords – The easiest most obvious solution. With the biggest learning curve.
- JV (joint ventures) – where all the money is and costs you nothing.
- Affiliate programs (clickbank, paydotcom, etc.).
- Articles.
- Offer a freebie to draw people into a list and build up a relationship. Often times people like to know who they are purchasing from.
- SEO.
- Consider your product / service as a CPA offer – an alternative to adwords.

Go ahead and ask ANYTHING. I am certain I do not know the answers to everything, but you know what I do have? - A rolodex of Insanely successful world class marketers from around the world whom I have cultivated relationships with from networking. If I don't have the answer, someone will.


Andrea Yager has been involved in online marketing since the year 2000. Her creative approaches and depth of knowledge and understanding in Internet Marketing has added hundreds of thousands of dollars to the businesses of others. Andrea has also managed to grab the attention and work with some of the biggest names in her field. Will you be next?





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Be a Twitter Ninja

by Ran Aroussi

This article won't be about how popular Twitter is (it is). It won't be about why I love it (I do), nor will it be about why should you use it (you should). This article is about how Twitter can help YOU and YOUR business.

First of all, for anyone reading this who has been living underground for the last couple of years, lets take a look at what Twitter really is:

"Twitter is a free social networking and micro blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers)..."

Wikipedia, <http://en.wikipedia.org/wiki/Twitter>

The original idea behind Twitter may have been to keep your friends and family updated with "what you're doing?", but since then it had evolved and these days

it's all about interacting with other people. Interacting, engaging and conversing is key to great Twitter networking. For people to follow you, you need to be interesting/funny / informative. You wouldn't follow someone who tweet something like "having coffee" two times a day, would you?

When you regularly tweet interesting tweets people will often re-tweet you (RT). This is the Twitter equivalent to word of mouth. If John re-tweets something Brad said, then all of John's followers will get to know Brad... Twitter is an excellent platform to show (not show off) your knowledge in an interesting and fun way. If you get a lot of re-tweeted – you will also get a lot more followers, as well as build your expert status.

Twitter is for research!

The real hidden gem of Twitter is research. The Twitter search site (<http://search.twitter.com>) allows you to search within conversation in real time. If you would have told a business owner, 5 years ago, that she can eavesdrop on

their customers' and potential customers' wants and desires (as it relates to her product) – and response to it – in real time, she would have a huge advantage over the competition.

Let's look at two examples:

1. If my business is selling audio books, I can simply search for "TITLE NAME audio book" and whaaaaa!... I can see exactly who's looking to buy and offer a link where they can get it.
2. If I'm looking for developing my own product, I can use Twitter to understand exactly what the market is looking for and use that later on, when creating the actual product. I can also poll the market by posting a question and ask people to re-tweet it.

Many people's first reaction to Twitter is "I don't get it!". Well, if you don't GET how important this tool really is - how valuable it is - then you really have no business calling yourself an Internet marketer. You ought to take a second look at Twitter and join the Twevolution.

The following is a list of tools and services that will help you on your way to become a Twitter Ninja. Enjoy!

Researching

Twitter Search: Excellent (free) tool from Twitter that enables you to perform a real time search inside tweets and conversations. (<http://search.twitter.com>)

Twit Scoop: A realtime tag cloud that shows hot trends in Twitter. Very similar to Google trends in terms of use. (<http://www.twitscoop.com/>)

Managing

Tweetie: A superb Mac application for managing tweets. Integrates alerts, a search function and multiple accounts so you can stay connected at all time. (<http://www.atebits.com/tweetie-mac/>)

Tweetdeck: Your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook and more. TweetDeck shows you everything you want to see at once, so you can stay organized and up to date.

(<http://www.tweetdeck.com/>)

Twitterfon: TwitterFon is a simple, clean, easy to use, and super fast Twitter client for your iPhone and iPod Touch. (<http://twitterfon.net>)

Twitterberry: A free application for Blackberry to post directly to Twitter. You don't even need to use SMS as Twitterberry accesses and posts tweets directly over the network. (<http://www.orangatame.com/products/twitterberry/>)

Networking

Twellow: Twitter user directory that analyze and categorize users. By adding people to specific categories we help you narrow your searching into specific niches where you can find who you are looking for. (<http://www.twellow.com/>)

Twibes: Twitter groups. Any Twitter user can create or join a "Twibe" to organize and network with people in his/her niche. (<http://www.twibes.com/>)

Automation

Tweet Later: MUST HAVE! Allows to

schedule tweets, Track keywords, auto welcome new followers , auto-follow new followers, multiple account support. (<http://www.tweetlater.com/>)

TwitPic: Email a picture to your personal twitpic.com email address and it will be stored under your account and be posted to Twitter with the subject line as the tweet. (<http://twitpic.com>)

Twitter to Facebook: Free FB application that automatically post your tweet to as Facebook status message. (<http://budurl.com/qggc>)

BudURL: URL shortener that also lets you know how many Tweeticens (get it?) clicked your link. (<http://budurl.com/qggc>)

Ran Aroussi is an Internet marketing strategist and entrepreneur. He the co-founder of ClickIM, Israel's largest and most reputable school for online marketing and entrepreneurship, and sits on the advisory board of Affilicon International Affiliate Conference & Exhibition.

Ran runs Quite Smart, a full service expertise include search engines marketing, relationship marketing and Internet business development. He also joint ventures with other companies and individuals to create products that make the task of "making money online" a little bit easier.

Follow him on Twitter at: <http://twitter.com/aroussi>, or visit his blog at <http://aroussi.com> .

Results that Measure Up



Intelligent online advertising approach that builds value along the way [★]An Integrated Results-Based solution

by Tsafir Peles

Online advertising has evolved to the point where every single impression, click, or registration carries with it a world of meaning. From the very basic information it relays, to the leads it generates & they are key to bringing advertisers and publishers closer to their ROI objectives. This integrated results-based approach is derived from the need of online advertisers (and publishers alike) to squeeze every possible benefit from every dollar spent - quickly and intelligently. In order to optimize advertising campaigns and achieve ambitious ROI goals, advertisers must have access to real-time feedback, measurement and instant analysis of all their online marketing activities. The concept is a comprehensive one, and is a constant work in process. In the midst of a campaign, we evaluate and measure it from beginning to end. If the value chain is built this way, we can measure and evaluate how creative banners at the beginning of the process affect the value at the end of the value chain - all the way

to a final conversion - or even farther along, at an up-sell opportunity.

Define the road to meaningful results

Integrated result-based online advertising focuses on the target audience. But beyond understanding consumer needs, demographics, purchasing patterns and more, the integrated results-based approach takes us further. The approach is based on the fundamental understanding and definition of the real value that this customer, lead or click represents. That means setting a realistic "price tag" on the desired result, or conversion, whatever it may be - a new lead, customer, sale, click, or registration. At the same time, we must bear in mind that this price tag, derived from the true customer value, varies across geographical regions, market segments, media types and even promotional offers.

Measure to optimize the process

While the results-based information is valuable in and of itself, it is really only

part of the story. The trick is to be able to optimize campaigns intelligently based on real-time feedback gleaned from the data collected at each stage of the online advertising process (the value chain). That means measuring and analyzing each and every component of the conversion process on-the-fly and applying sensitivity analysis to fine tune the matrix as we go along. Measuring the parameters puts value on every single element of the campaign, allowing you to make intelligent, sound decisions targeted at ROI objectives throughout the entire process.

This means building a value chain that is optimized through constant analysis and fine-tuning, and measuring it throughout the creative and placement of banners, landing pages. This way, we learn and build value every step of the way - all the way to the up sell opportunity of the call center agent.

The focus on measurement, and understanding that everything is, and should be, measured, makes the integrated results-based approach so much more



powerful than conventional online advertising models. The optimization process is based completely on the measurable results received from across all the different advertising platforms, on the different processes that make up the conversion value chain - starting with clicks, leads, registrations and even offline upgrades and up sell opportunities. This way, every advertising dollar is optimized intelligently. So before, during and, of course, after the campaign, advertisers have a real handle on the value of every conversion and know how much revenue in specific market segments can be attributed to the campaign. Armed with that, ROI objectives are clearly in sight.

Real added value comes with integration

Despite all the benefits of robust information-gathering, results-based online advertising is only as good as the breadth of the online tools available, and how they are leveraged together. When we integrate, as well as optimize, the entire

range of online advertising platforms and tools at our disposal we begin to reap the true value of the online campaign. This means combining data from all advertising platforms: SEM, Banner ads and emails to shorten the learning curve and build value faster. With this dynamic monitoring, analysis and optimization, advertisers and publishers gain new insight into all their online advertising activities. Knowledge gained from any one platform is immediately made available to ongoing campaigns on other platforms and rapidly optimized to guarantee continuously improved results.

The final frontier: integration with CRM

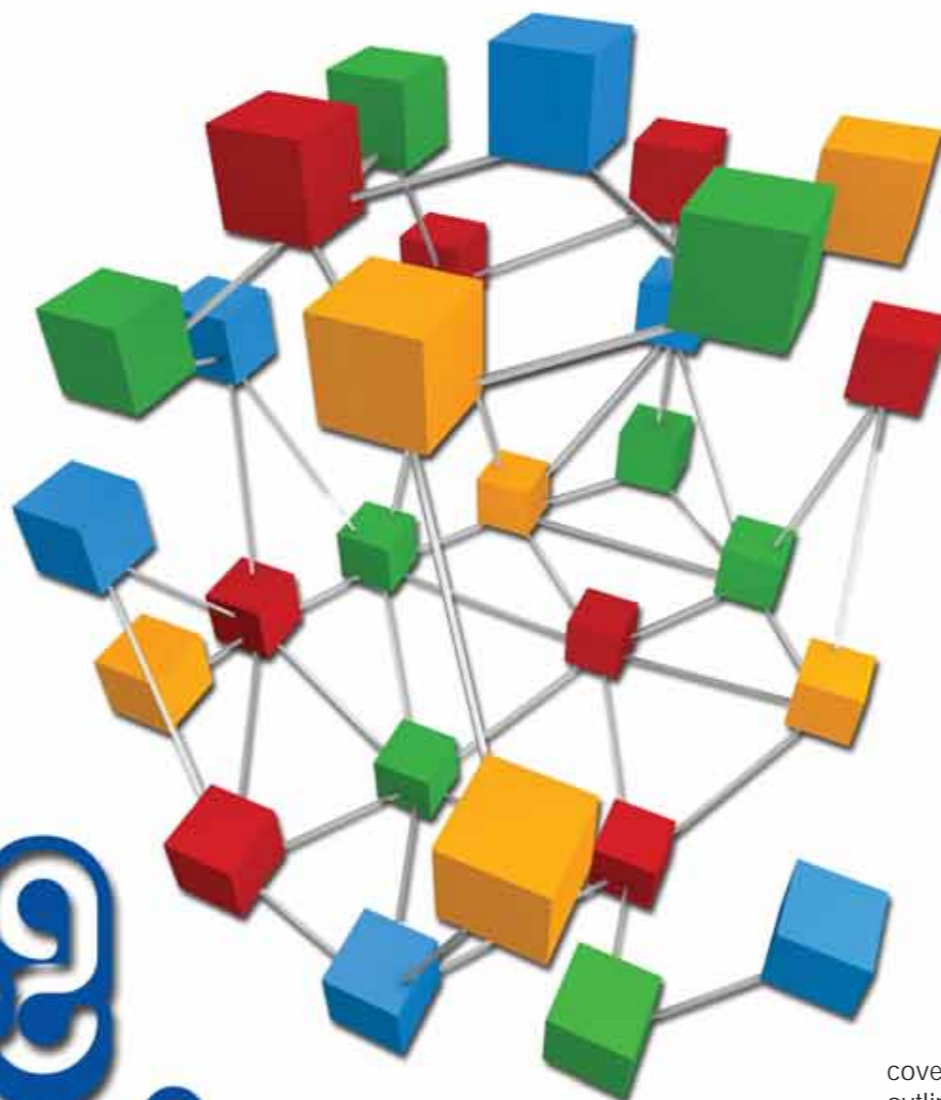
With full integration with existing CRM system, the campaign comes full circle to become a sophisticated marketing tool that enables targeting market segments, such as discounts to first-time buyers, as well as opening a plethora of cross-sell opportunities. The result: total control of the sales cycle - from the very first

impression all the way to the desired conversion. Control that is always focused on positive ROI.

based online solutions, you can get ROI in focus from the very beginning. It's time to make online advertising accountable for every advertising dollar spent. So you can see the benefits directly in the bottom line.

Tsafir Peles has been involved with Internet advertising since 1999, when he served as the Marketing and Operations Manager of a US online auction site. Mr. Peles joined the DSNR Group in 2003, first as VP Marketing and Business Development, where he spearheaded the company's Internet Media and Marketing Department and the global Green Card Lottery campaign. As co-CEO of DSNR Media Group (DMG), Peles brings unique perspective from the advertising side of the industry and a profound understanding of advertisers' needs. DMG offers proprietary solutions and technologies that optimize the complete sales cycle value chain from impression to conversion - focused on an integrated results-based paradigm.

Ten Link Building Strategies That Work



by Ofer Dascalu

It's common knowledge that search engines rely heavily on link analysis to rank web pages. The link building process is one of the most important SEO tasks and is crucial for gaining top positions. Link building is an ongoing, costly and time consuming process which people usually tend to dislike - most people don't like long processes that result in hard working. Unless your website falls within the top one percent websites which constantly and naturally get links, then without actively managing on-going effective link building campaigns your chances to gain top positions and beat your competitors are very low, especially in competitive niches.

There are many link building strategies that work very well, however since it's impossible to cover all of them here I have tried to outline a few that are used at Wiselmpact and are very useful:



Explore your existing links and make sure they're optimized

It's important to regularly review your back links and make sure you exploit their full maximum potential. You might find out that some links don't include the appropriate anchor text, no anchor at all (stripped URL) or not the best target page. Moreover, images based links might be missing alt tag which is a real waste. You should identify those cases and perform the necessary changes. This is relatively easier than establish new link and can highly improve those links value.



Trace missed link opportunities

Go ahead and search the web for articles,

reviews, posts that have already mentioned your brand name, products or even personal names but do not link to your website. Contact them and politely ask to link to your website. In many cases, there is no real reason why a link wasn't originally in place but when you contact them, they will have no objection adding it (just don't forget to compliment them for their website and great writing skills etc. it always helps).



Ask your customers & friends for help

Nowadays almost everyone has a website, blog, social profile or some real estate on the cyberspace. Ask your customers and friends to help and write few words about you, your service or product and place a link to your website. It can be a full article or even a few words; as long as they place a link it serves the cause. When you first contact them use a short message, be focused on the need for their help, provide two example links for already written reviews and include an optimized HTML code for the back link. Offering some kind of discount for their next purchase can also help gaining their attention and involvement.



Have an active link exchange program

Yes, you have read it right, make sure you have an active link exchange program. In case you wonder why, simply because it still works and brings value. First start by placing a partners page on your website, in case you have a good website you will be amazed how many emails you will receive from potential link exchange partners who will be happy to exchange links with you - ignoring such offers is a real waste. In case your website doesn't at least have PR1 the amount of emails will be very low. In such a case you will need to go out for hunting, it's a perfect job for a student or an outsourcer and can easily be priced upon success rates. Regarding 2-ways vs. 3-ways, I usually go for the 3-ways architecture, but it

requires having at least two good websites live in the targeted niches (the one which gets the link from the partner and the one that gives him one). In case you don't have two websites then 2-ways can still bring a lot of value.



Write guest posts on relevant websites or blogs

Guest posts are a great win-win situation for both sides; on the one hand the website or blog owner gets quality post which enriches his website, whereas on the other hand you get a targeted valuable link (and probably traffic too). Moreover, one of the key benefits is that you have full control on the page content, links and anchors so fine tuned optimization can easily be done on your own. More and more websites and blogs owners realize the opportunity in such a relationship and welcomes guest posts.



Analyze your competitors back links

to link building your competitors can be your best friends, they can't hide their back links so make sure you take advantage of it. Except of performing creative unique actions to gain new back links it's important not to forget the basics and make sure you try to get links on all places your competitors have links (especially the good ones). They have already done the hard work of finding places which are willing to give a link, so all you need to do now is try to understand the reason (e.g. paid link, link exchange, article, news, affiliate etc.) and use the same tactic to get a link from them to your website.



Distribute press releases & articles

Most people are aware of those two strategies but only few take the full advantage of them. You can and should use press release websites to regularly distribute your press releases, regardless of the work of your PR agency (if any). Press releases

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are great and relatively a cheap way to gain links - especially links to internal pages on your website. Each press release on average can have four links, but make sure you use a distribution service which doesn't damage the links' anchors because some tend to remove them and just keep the full stripped URL.

Articles are very similar, but usually generate only one back link. Since there are hundreds of websites for each type it's recommended to regularly use both strategies. I advise defining the procedure once and then put it on an automatic pilot at monthly intervals, once issuing a press release and alternatively issuing an article.



Write do-follow blog comments & forum posts

There are plenty of high ranked blogs and forums that still provide valuable do-follow links. Those of you that immediately think of spammers - relax. The places I'm talking about are highly ranked websites with manual active moderation, spammers can just dream on getting into those places. The only way to get through the automatic filters and manual moderation is by writing a true valuable comment or an answer which is related to the article/thread and really adds value. Find those places which are related to your industry and regularly take active part in them.



Distribute downloadable applications

Develop simple downloadable applications related to your niche and make them free to download from your website. Those applications shouldn't be too complex, and usually can be developed in few hours work. For example, screen savers, calculators, organizers, wallpapers etc. Non technical people might find it complex, but it's very simple and can easily be outsourced for pretty cheap. Once the application is ready create a PAD (Portable Application Description) file

for it and submit it to all available hundreds of software download websites. Such a strategy creates a fair amount of links and in case the application is also valuable one then it can generate a nice amount of traffic.



Make sure your website is worth a link

Most people care to where they are linking and before approving a link tend to visit the target website and carefully evaluate it - especially nowadays when all good hubs are flooded with link requests and everyone knows exactly what the purpose of link building is. Surly they look at the websites' Google PageRank, but they also review the website general look and feel and try to understand whether it's a real value added website or just an affiliate website that tries to make a quick buck. It's much easier to get a link to a nice looking content rich website than the other way around. I personally learnt my lesson, upon completing redesigning a website the acceptance rate of my link building campaigns more than doubled, places which rejected my original requests suddenly accepted my link requests. The bottom line is, before going and spending money and time on link building make sure that your website look and feel are at the appropriate level (and of course take care of all keywords research, website structure and on-page factors - but for those I will need to write a different article).



Summary

In fact it's a matter of finding the right mixture. I think that none of the above strategies alone will be enough and not necessary all of them are needed for everyone. It always depends upon your niche competitiveness and especially the game your competitors are playing. If you are in a highly competitive niche where all available strategies are used then you must play the same game. Otherwise you will never get into the top positions and on the other hand, if

you are in a small non-competitive niche using all available strategies might be a waste of time, money and even in some case can introduce negative results.

I would like to summarize this article by sharing with you an episode regarding link building which was told to me by one of my customers. He operates at one of the competitive financial industries and for over a year he used the services of an SEO company which only focused on finding the best possible high quality links out there, moving slowly and safely. They could get some great links but without gaining top positions, only when the customer switched SEO company and started to go more aggressively in link building strategies he started to move up in the SERPs and gained great positions. Keep in mind, there are ways that the search engines would like the web to evolve but not necessarily following those guidelines will gain you the top positions. You must constantly monitor the top positions in your industry and analyze what's really working it's the only way to get there too. The search engines analysis capabilities are constantly improving, but they are still far from what the search engines claim and what a lot of people think...



Ofer Dascalu, the author, is the CEO of WiselImpact, a leading worldwide SEO and Online Marketing consulting company which helps its clients to excel in the highest competitive markets. Mr. Dascalu founded his first online business at the age of 15 and has more than 17 years of online marketing experience. WiselImpact's team includes highly skilled professionals which have years of both technological and business rich experience, a team with proven track record that successfully generated millions of dollars directly from SEO alone.

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Your website doesn't matter Your Google results are your new corporate homepage!

by Sam Michelson

A business owner with offices in Europe and North America goes to open a bank account at a London Bank. He wants to establish a small line of credit for a new office he's opening just as he has done in other locations. A few days later at the bank, he's told that there's a problem. It's not his credit. It's not any of the references. The manager "Googled" the company name and didn't like what he saw. Sounds crazy? But this actually happened to a client of ours. The client's negative Google results prevented him from doing business.

A few blog posts mentioning a proposed lawsuit that never even made it to court were responsible.

Reputation Management Then and Now

There was once a time when a company's reputation consisted of what Dun and Bradstreet had to say about them or what The Wall Street Journal printed. PR firms and crisis management consultants played

a critical role in shaping their clients' reputations. They worked with their clients to position the company with the media and control the message.

The game-changing focus of Web 2.0 is democratization of content. Today, we have a chance to hear what other people are saying – people who are similar to us. We trust what these people say (even people we don't know), often more than we do authoritative sources. This is the challenge for PR firms today and...the opportunity!

At a recent meeting with a Los Angeles-based PR firm, a colleague related how his parents were booking a hotel reservation at a specific hotel that he had recommended – he had stayed there and it was a great hotel. Dad decided that a few negative comments on TripAdvisor.com were reason enough to book elsewhere.

The public has become jaded not only by advertising, but also by the fading influence of the once mighty conglomerate media. It seems as if every day the major news

outlets announce the progression of their own demise. Newsrooms are shrinking; network television numbers are down as the proliferation of new forms of content drain their audience. This is not to say that a positive article in The Wall Street Journal has lost all of its value, rather to acknowledge that the formula for building a brand's reputation has admittedly become more complicated. The real challenge is that the blogger from anywhere, can actually displace a hard-earned 'hit' the PR team got in The New York Times.

When they want to find out about reputation, they look to what bloggers and commentators are saying online. The public wants to know what other people think about your clients' brand – not the company line. Even the public is starting to perceive that the mainstream media's take, often with canned quotes from the CEO lacks the credibility of random opinions in a blog. Their logic is as simple as it is flawed; an independent blogger has no vested interest in distorting the truth.

News websites have responded - giving themselves 'social media relevance' by including links to personal blogs as well as a forum for readers' comments. A perfect example of this is the client who fears placing a story in TechCrunch for fear that the active reader community will flame them resulting in a damaged reputation online.

Searching to Discover Brand Reputation

Every company needs a solid website that accurately reflects its brand describing the benefits of its products or services, but it's not enough. Potential customers view your client's website much as they do an advertisement – knowing it does not offer a balanced view of the company. Some websites attempt to address the need for third-party validation by adding 'Trust seals' like HackerSafe and Truste (think e-commerce), but the value of these symbols has become deflated.

To find out what other people think of a person, brand, or product, consumers 'Google' them. Thanks to Google's diversity algorithm, searches return a variety of results including websites, blogs, news pages and videos. By skimming the varied results, searchers feel they understand the brand's online reputation. Google search results are perceived as unchangeable - like the weather. Luckily, online reputation management can change Google results in a positive way.

In a recent meeting, a crisis communications consultant described a client of theirs that had received negative press from an animal rights group years ago. The client's PR firm had done an excellent job offline, before turning to our firm for help online. Time and again we see Google results lag behind new messaging unless the company makes a concerted online effort. Our approach enables the client to influence the majority of sites in Google's top search results for their brand. In this way the PR firm can control the online message, while participating in the conversation with consumers online.

Taking Control of your Online Reputation with Web 2.0

Every participant online is a potential contributor to the conversation about your client's brand. Despite some pitfalls: ex-employees can post blogs that disparage your company and dissatisfied customers can chime in on various complaint websites, the advantages of Web 2.0 are unmatched. Your Clients can add their voice to the conversation. By creating a strong 'search profile' that includes Google results that best exemplify the brand's strengths and address any concerns, PR firms secure a positive online reputation for their clients.

The first step in taking control of what is being said online about your client's brand is to proactively plan their online search profile. Begin by analyzing the current situation and ascertaining the strengths and weaknesses of the client's situation. Working with the PR agency we examine factors like:

- Frequency and distribution of press releases
- Utilization of YouTube video
- Corporate or personal blogs
- Prominence of positive news stories
- Existence of negative press
- Existing Wikipedia entries
- Content on Complaint sites

The agency then plans the ideal search profile, one that accurately depicts the client's strengths. The resulting plan usually includes several of the following tactics:

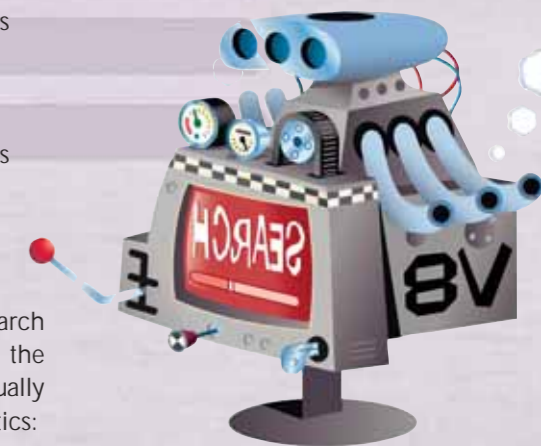
- Creating new web pages
- Purchasing and populating web properties
- Creation of a YouTube channel
- Creating corporate profile pages
- Optimization of existing web properties
- Weakening the link between the brand and the negative results

Online Reputation Management work utilizes some practices of web marketing, but because it is a PR endeavor, it requires a great deal more attention to the entire top 20 search results in Google as well as the other major search engines. The result is an effective displacement of negative

results by positive ones in a gradual and long-lasting way.

In 2009 many companies are realizing that taking control of their online reputation is not just a solution to an online PR crisis, but also a necessary preventative measure. When the action is taken before a crisis, negative articles typically make a short appearance, if any in the search results and then fall out of the results completely.

PR professionals are privy to 'bad' news well before it is announced. By "preparing the soil" for a negative announcement, agencies can ensure that its life within the top 20 Google results is short lived. While most PR firms currently have a "blogger" strategy, few that we have met have taken the next step beyond optimizing the corporate blog and delivered on the promise to control the Google Top 20 for their clients. Those agencies that offer online reputation management can add an unprecedented value to their clients and retain accounts during these difficult economic times.



Sam Michelson is founder and CEO of Five Blocks, a web marketing company operating in several high-value verticals. With a BA in Psychology and a Masters in Management, Sam spent the first ten years of his career working as a product manager at several dotcoms. In 2003 he started YouNeverCall, a successful online cell phone superstore. Sam enjoys the challenge of reinventing his company about every 18 months.

The SEM world in a Real Life Perspective

(or: How to Explain SEM to a Real Estate Agent)



by Gilad Sasson

Internet Marketing originated at the end of the last millennium, just after the Internet. Search Engines, those empty text boxes who collect the humankind's "database of intentions" (Mr. Battle John, *The Search*, 2006, published by Portfolio), became an integral part of our lives, Search Marketing came right after and the battle for search results began.

Common mistake #1- SEO and SEM are NOT two separate things.

SEM is the general definition for all Search Engine Marketing activities and actions including SEO (Search Engine Optimization referring usually to the regular or organic results), PPC (Pay per

click), PPI (Pay Per Inclusion), contextual advertising etc. Referring to a person as an SEM usually means s/he is a Search Engine Marketer.

Search Engine Marketing could be a very exhausting and time consuming task. Explaining this fact isn't always easy. Whenever I need to explain the essence and details of SEM to the non web savvy (or to myself) I tend to use real physical metaphors to ease the pain...

For instance, my favorite field of comparison is the Real Estate sphere, where I consider a search results page as, well... real estate. The drops, gains and actions taking place in that search page put the competitors in what you might call a territorial war. When asked to explain the difference between SEO and PPC, my answer is: assume your web site is an asset, as an asset, you probably manage to make some kind of profit out of it, either monetary or other beneficial gain, by converting users who drop by.

PPC is Leasing, SEO is Owning

Typing a term into a search box can lead to one of two main channels, the paid channel and the non paid one. The main difference between PPC and SEO is the cost of traffic. When operating the pay per click model, you literally lease the roads leading to your asset expressed by the sponsored links in the search results. And for as long as you pay - traffic will come, but when you'll stop budgeting the search engine ad program there will be no more new traffic for you, not from this source. When practicing SEO you hope for high sustainable results - this usually does not happen overnight - but when it eventually does, you can practically OWN some of the main roads leading to your asset and when it happens you don't really pay for new traffic, you pay/work for maintaining your results and hope the terms you rank for will

gain popularity or at least keep the current volumes.

But you don't really OWN the Channel, do you?

If you've managed to rank well organically on the SERP (Search Engine Result Page), and the traffic capacity is fair, then you might say you "own" the channel. How do you do that? and for how long? No one simple answer for that, unless "it depends" accounts for one. Depends? on what? For some terms, having a veteran domain name and reasonable content may provide you with a solid organic channel for years, whereas in other fields you'll have to struggle every week for keeping positions. So what causes that? Can we blame only the search engine?

Building Your Asset 101- The SEO Chase

The Search Engines - the algorithms running on Search Engines in general and Google in particular tend to prefer web pages based on their "Relevance", this coherence with the user's query is determined by examining many parameters that won't be listed here, but

Recommended SEM Resources:

SearchEngineLand.com

SERoundtable.com

SeoMoz.org

WebmasterWorld.com

Recommended tools and toolbar:

<http://tools.seobook.com>

List of tools:

<http://tools.algoholic.com>

My Site Just Vanished from Google, What Can I do?

In my humble opinion - in many cases the best answer is DO NOTHING (and wait for few days). If you didn't practice any "evil" methods or unnatural padding of links/content, there is a chance that what you see is just a glitch and not a punishment, many webmasters tend to do too many things over a short time under pressure then never understanding what really happened. Rechecking your technical aspects, mapping the terms you lost ground for and waiting may be the best solution. [cough] If nothing happens in the next 7-10 days there is a chance something is wrong - make sure you didn't just lose rankings, get a full technical review of the site and recheck links (competitors' links and yours).

more) and (2) the ENVIRONMENT (quality and quantity of links/references leading to the site, neighborhood etc.). These are commonly referred to as ON PAGE (1) and OFF PAGE (2) parameters.

Your Competitors - If you rank for a desirable query, it wouldn't take long before you'll find out who competes with you - the competition will try to get better links and better content, trying to outrank you. Soon enough you'll find yourself in a race, and like most webmasters, you probably can't or won't influence the competitors' sites, you'll have to work

with what you have - your Site/Network.

Your Site (and the Links to it) - building quality content and links to your site is a rigorous task.

Sites occasionally struggle in ranking within search results because they do not add substantial content or value to the user (e.g affiliate sites

who use invariable

content and product descriptions from vendors, like many other affiliates). Acquiring links to your site can be tricky too, in competitive markets, most of the sites you need to get links from will usually prefer not to link to potential rivals and you might find yourself managing more than one asset. Content and links are important but won't do the job alone. You'll need to monitor results, check your stats and tweak your landing pages for better conversions. It's very nice to rank well for a competitive term, but it's even better to actually turn these rankings into a net estate. Moreover, you should also be on top of your technical aspects: make

sure the site resolves properly and is understood by search engine robots (including duplicate content handling, server redirects, rewrites, valid navigation and more).

So is SEO like a Mortgage?

Yes and No. Yes - because in most cases the commitment is high and the duration of the process is long until you actually achieve something of your own.

No - due to the fact that you won't risk losing the site just by cutting the monthly investment, what will happen if you do so, is loss of rankings and traffic, and over time you might lose a proportional value. Like in real life asset management, thinking, planning, budgeting and prioritizing are all important.

How to handle an Earthquake or a Hurricane? Are there any Shelters?

Some lucky sites benefit from constant flow of SEO traffic, some by doing it the

"Right" way and some by taking shortcuts. If you take risks it's wise not to put all your efforts in one domain only and it makes sense to constantly understand the environmental influences. If you don't take risks, spreading your estates isn't stupid too. Search Engines are private companies which enjoy the process of people searching in their assets and are entitled to change the interface and give more importance to certain results (e.g. universal search, location of sponsored ads etc.). If search companies will think of a way to gain more money without bending the user experience too much... I believe they'll take that lane. So if you are not over optimistic, you should always be prepared for bad scenarios. When trying to avoid bad scenarios and figuring the best way out I sometimes use SEM metaphors from the INSURANCE world and jargon, but that is a different comparison all together.



Gilad Sasson is a competitive Internet & Search Marketer, handling Internet Marketing, SEM, Web Based Projects, R&D and Information Retrieval. Gilad enjoys the challenge of organic search outrank and puts an excessive amount of time in research & study while doing it. Since 1999, Gilad held several Senior Internet Marketing positions and founded nekuda.co.il, Web Solutions Company specializing in search marketing and analysis. Gilad's addiction to the search algorithm (also known as alcoholic), unique approach, proven record of achievements in competitive markets and the faith that any site can rank better makes him excel in what he does.

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AFFILIATE MARKETING GOING GLOBAL

by Affilicon Editorial

During the last 12 months and especially since the major financial and economic crisis major affiliate networks and affiliates programs target the global market and not just focus on the well developed US market.

Leading US based affiliate networks like LinkShare and Commission junction have extended their reach to countries like UK, Germany and Japan. Affiliate marketing developers are realizing that the rest of the globe is e-commerce ready and therefore provides highly lucrative grounds for affiliate programs to be launched. Below are few key points that lay stress on the need for a global affiliate marketing concept, over one that is confining in any way.

Global market calls for global affiliate programs – The existence of large, professional super affiliates located in various corners of the world and the fact that they can promote local products to the entire universe have expanded the reach of Affiliate programs. Gambling affiliates programs have heavily invested since the end of 2006 (when the law was changed in the US) and it is very common now to see their site supporting 10-15 different languages. The same goes to Forex and gaming sites. Affiliate networks

have now a multi-lingual platform and products originated from various countries are promoted.

Global recession calls for global consolidation – Recession seems to have taken on catastrophic dimensions. Businesses are feeling customers tighten their purse strings and a dip in sales can be recorded almost all over. The need of the hour is industry consolidation and strengthening. Locating and joining hands of affiliate merchants and publishers, on the global arena will allow both to reap the benefits of each others advantages. Since affiliate marketing contributes towards the majority of prospect traffic generation of a site, it is extremely important that affiliate programs of a global approach be drawn up in order to increase the horizon of the business in question. As Heidi Messer states 'each country has its own buying pattern, laws and culture' and the only tool to combat the differences is opt for a global affiliate marketing program.

Growing e-commerce trends – It is anticipated that the 'tough economic climate' will lead to a 20% growth in the e-commerce arena. More and more offline vendors shall need to offer online deals in order to stay ahead of competition.

Indeed with rising e-commerce trends, the online advertising strategy needs to spread its wings too. Since affiliate marketing forms an integral part of online advertising, it is obvious that the growth in e-commercial ventures will lead to an increased opportunity for affiliate partnerships. Most of this e-commercial growth shall come from areas outside of USA and thus the need for a global affiliate marketing strategy.

Affiliates on the rise – With increased e-commercial activity, online competition will increase too. Older advertising strategies shall be redundant and newer techniques of selling the product online shall come into being. Global affiliate marketing seems to be the new age chant for success. Mr. Paz quotes that 'new comers will shine and will join the existing super affiliates due to new techniques or new marketing concepts to be introduced by them.' Indeed the future of global partnerships in the affiliate marketing industry seems immensely bright.

Increasing popularity of social networks- The popularity of Facebook, MySpace, Twitter and other social networking programs shall continue on an upward trend. This indicates a clear progressive trend for affiliate marketing trends too. Since the local market has reached its

optimum level, it is bound to spill over to the international sphere. With PPC gaining popularity via these social networks, a more global affiliate marketing strategy will take form.

Anti spam techniques getting more efficient – Spam is plaguing the internet and providers are investing great time and money in ensuring that the evil is minimized, if not irradiated. Indeed spam is losing its appeal as an effective advertising tool. In fact, it is anticipated that ‘email campaigns’ shall be ‘less effective and the conversion will go below 0.3%’. Affiliate marketing strategies on the other hand seem to be gaining popularity

that they can indeed sell their products to consumers in USA and are seeking opportunities to do so. Affiliates in USA are happy to gain added clients and this dual advantage is drawing the global affiliate market closer.

Industry biggies increasing international database – Current trends indicate clearly that almost all the giants of the affiliate marketing industry are realizing the potential of the international market. Companies like Affilicon host periodic seminars to create grounds for overseas affiliates and the merchants to meet and come together for mutually beneficial affiliate programs. This is a sure sign for

Networks is growing’ and this growth encompassing ‘unlimited scale of products’. As network organizers step up their conferences to bring the two sides namely the merchant and the affiliate closer, geographical boundaries fade away. In short, with the end of product specific affiliate programs, a more global affiliate marketing partnership is emerging. In a well balanced market (market maturity) consumption of a specific good is divided 1/3 in the Americas, 1/3 in Europe and 1/3 in Asia. Vendors (affiliate programs) should analyze their income sources and expand with their programs into markets which are not generating the expected turnover. This can be done directly by the program or through affiliate networks which are having presence in a specific territory. Language barrier, regulatory issues and delivery vehicles should be addressed to avoid obstacles.

US vendors should realize that some very successful super affiliates reside in the international market and active to promote products in the US market. Actually, some major vendors enjoy 50%+ of their traffic through affiliates who do not reside in the US and do not hold US citizenship. Affiliates constantly look for new products to promote and new market niches to be active in. It was proved that face to face meetings, frontal presentation and offline promotion will eventually lead to relationship between vendors and affiliates. Vendors who attend affiliation events will benefit for the long term if they will attend not just local US based events but International one as well. This is the place to meet the super affiliates and the ones who will be large affiliates.

While the need for affiliate marketing going global is obvious, the necessity of a platform where the merchants and affiliates can meet is of great consequence in this process. While it is true that affiliates are going global, they do not want to travel afar in meeting with the merchants. Companies like Affilicon have been able to create this common platform, where affiliates and merchants are able to come together and discuss their needs and requirements.

Today affiliates look beyond products when searching for accelerated traffic. In the search for increased conversions, more and more players are joining in and the arena of affiliate marketing is taking on a global form. Experts of the industry state that the ‘weight and importance of Affiliates Networks is growing’ and this growth encompassing ‘unlimited scale of products’.

due to their low investment and result oriented payment options. There is no doubt then that affiliates and merchants will combine hands globally in order to reap mutual benefits from global affiliate programs.

Dual opportunity advantage – As stated by Nicky Senyard, CEO of Montreal-based network ShareResults.com ‘opportunity flows in both directions’. This forms the base of affiliate programs seeking international partnerships. Canadian manufacturers are waking up to the fact

coming times and indicates clearly that affiliate marketing is going the global way.

Death of product specific affiliates – Interestingly, this global movement has been triggered off by the end of product specific affiliate programs. Today affiliates look beyond products when searching for accelerated traffic. In the search for increased conversions, more and more players are joining in and the arena of affiliate marketing is taking on a global form. Experts of the industry state that the ‘weight and importance of Affiliate



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Pay For Performance Meets Web Projects Outsourcing

by Mike Peters

The core principle of Affiliate Marketing is "Pay for Performance". As an affiliate, you are paid per every lead / sale / phone call or action you generate. If you perform well - making money for the merchant whose offer you are promoting, then you will be paid well. Perform poorly and you get Nada.

This simple, yet highly-effective principle, is the sole catalyst behind the explosive growth of the affiliate marketing industry. Merchants love it because they only pay for results. Affiliates (the good ones) love it because of the lifestyle, flexibility and high rewards.

Although this pay-for-performance principle is so entrenched in affiliates' minds, they seem to forget all about it when hiring outside help.

Hiring outside help is a natural step in the growth of any affiliate business. Sooner or later, you're going to have to hire a web designer, copywriter, graphic designer etc. I am always shocked meeting-up with affiliates who get paid for performance, yet choose to pay-by-the-hour or pay-by-the-month when it comes to paying suppliers.

It makes no sense.

If your business model revolves around you getting paid for performance, it's your duty to find vendors who will agree to work within your model. Your vendors and contractors should be paid for results, just like you do. If it means slightly higher pay that's fine. But realize that in order to grow, you need to manage and share your risks wisely. Never assume 100% of the risk.

In this economy, you should have no issues finding great web designers, graphic designers, copywriters and software engineers, who are so confident in their work, to a point they'll be willing to get paid on-delivery and not by-the-hour. Stop focusing on whether you are paying \$10, \$20 or \$200 per hour. Analyze exactly how much you will have to invest in order

to get paid. Then work your budgets backwards from there. It's all about results. To use a specific example - we were recently hired by a prominent super affiliate who was looking to integrate a search engine with his ring tones community website. He was using vBulletin to power the community and the vBulletin built-in search feature. He knew exactly how much traffic he's getting every day, how many users use the search feature



and how many are clicking on search results. The problem was that vBulletin's built-in search capabilities are very poor, resulting in users not finding what they were looking for and not clicking on search results (which were mostly affiliate links).

SPI replaced vBulletin's search with Lucene, a powerful open-source search engine and customized search results, so that affiliate links were always positioned at the top. CPA Revenues driven by the search-screen, almost tripled within three weeks. And it is only at that point, that SPI got paid for the work. These are not times where you should be paying in advance, paying by the hour or paying for anything other than hard quantifiable results.

There are lots of models that allow you to partner or pay for deliverables with your providers, so that you offset some of the risk. Amit Mehta, a well-known super

affiliate who became famous for his superaffiliatemindset.com blog and is now behind ppcclassroom.com, went on the record to say that he was smart enough to partner with his content writing provider and his engineer early on. All company revenues is now split equally between the three parties. While an outsider may see this as significantly lowering Amit's share of the pie, it allows super affiliates like Amit to share risks and better align their interests with those of the people they work with.

If a provider gets paid by the hour, their interest is to clock as many hours as possible. If a provider is paid by deliverable, it pushes them to get that deliverable to you as quickly as possible. And finally, if a provider is paid a portion of the revenues, it encourages them to think outside the box, be creative and go above and beyond the call of duty, to significantly increase your site revenues.

Great fortunes are made these days. Grab your piece of the pie, by working smarter, not harder. The world can be your oyster with dozens if not hundreds of people all working for you, if you pick the right vendors and partners to outsource your web projects with.

This article was presented to you by Mike Peters, General Manager at Software Projects Inc (<http://www.softwareprojects.com>). Software Projects was recently elected by Inc Magazine as America's fastest growing full service Internet Marketing & Web development firm. Established in 1998, the company is currently servicing 3,000 businesses in 14 countries. Clients include Microsoft, ReMAX, CountryWide, 3M, Regions Bank, Astelin, State of Florida and other forward thinking organizations.

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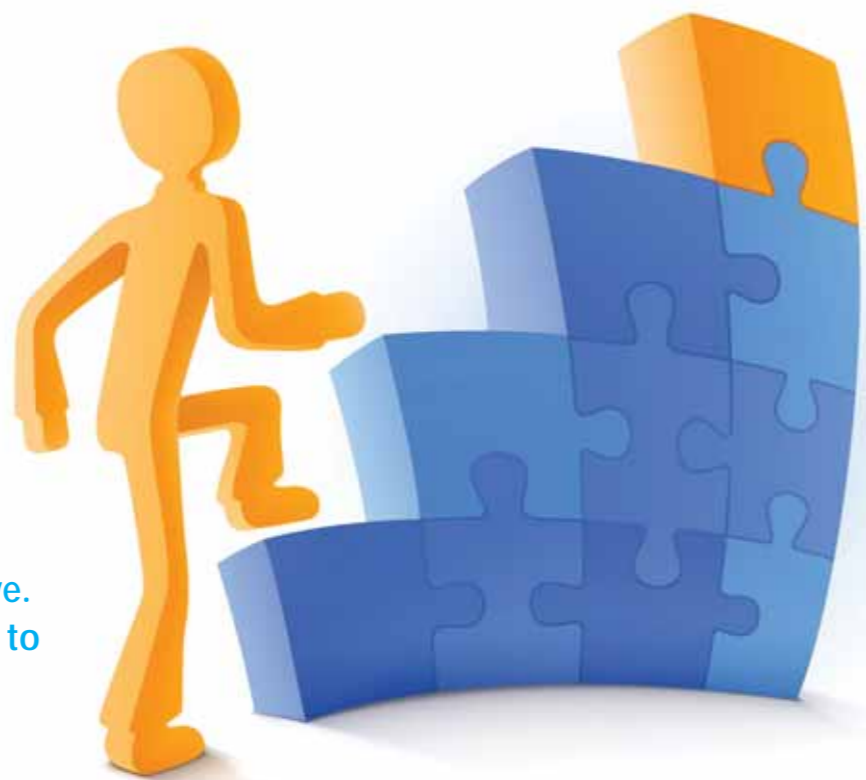
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ANSWER: POKER

Seize Advantage with Higher Converting SEO



SEO has changed and you must change with it to stay competitive. There's never been a better time to rethink SEO strategies and work processes.

by Itai Levitan

SEOs are good at understanding the influence of links, content, keyword targeting and organic search engine rankings, but few are focused on transforming SEO traffic to leads and sales. Building an analytical-driven SEO process focused on growing profitability of organic search is a significant opportunity.

There's never been a better time to rethink SEO far beyond the "ranking" or "click". Google's algorithm is also becoming increasingly efficient at detecting post-click user engagement and conversion metrics, via a variety of data collection sources. Better engaging websites will also improve rankings.

SEO itself should be more about "conversions" that eventually convert to additional revenues from traffic.

Making SEO more conversion-centric also means that some current SEO strategies and processes need updating to focus on conversions.

How to get your SEO focused on conversions

The following methods may help to get your SEO more focused on conversions:

Assign dollar value to conversions. Using your web analytics platform, assign conversion dollar values for different conversion types, and following data collection, evaluate for organic keywords and keyword categories. When using an internal tracking system to track referrals, do not limit it to advertising campaigns only - track referral URL traffic too. Proper SEO measurement and metrics are the basis for drilling down on SEO profitability at a deeper granularity level (keyword, landing page, SEO category, geo, etc. and combinations).

Evaluate and optimize the effectiveness of your SEO landing page in terms of its contribution as an initiator of a successful conversion funnel. Your SEO landing page may receive a lot of organic traffic but not

necessarily spark conversions. Analyze the landing pages that do, and optimize.

Customize your value proposition for major target verticals. Your solution may appeal differently to various market segments. Identify main user segments and customize offerings according to the reason why they are interested in your offer. For example, a company that offers moving services may decide to tailor one value proposition for potential clients who are 'price sensitive' and another value proposition for those who are sensitive about moving company insurance coverage.

You may want to have a separate SEO target page or a more comprehensive SEO 'hub' page per value proposition.

Test your page title and descriptions. These may appear in the SERP listing and may significantly affect how users click your organic listing. Past the click, a more focused snippet will lead to higher conversion rates.

Goodbye to ranking-focused SEO
Hello to Conversion-focused SEO

Re-think internal linking structures (anchor and placement). Do not think about links only in terms of site structure or PageRank. Test performance of placed links in terms of appeal to users, call for action effectiveness, and conversion rates. Build your keyword targeting strategy based on best converting keywords. Often using paid search to identify best converting keywords is instrumental in formulation of an ROI-driven keyword targeting plan.

SEO click stream analysis (first click or last click?).

Many conversions have a "click stream to conversion", meaning the same user arrived multiple times via different sources before conversion - from multiple keywords/sources. Most analytics systems assign 100% of the conversion credit to the last click. Be aware of the setting for your analytics system, and take into account the contribution of each click in the stream. Note that certain organic keyword queries should serve well for increasing awareness and building intent, while others, among them brand keywords, do a better job at driving the "last click" conversion and thus are fully credited for the conversion.

Scale. Within PPC activity, it is common to scale by identifying new niches, expanding the keyword bedded on, and optimizing a large number of micro segments and ad groups. When the performance of each micro segment is improved, overall performance can improve significantly, and is also where search marketing technology is essential. As far as the scaling approach, advanced SEO within competitive markets should

essentially be the same. By better segmenting SEO activity, as broken down into separate keyword groups and SEO

"For example, a company that offers moving services may decide to tailor one value proposition for potential clients who are price sensitive and another value proposition for those who are sensitive about moving company insurance coverage."

target pages, and optimizing the conversions of each individual segment, accumulated results of SEO activity should significantly improve.

Time to rethink what SEO is all about

SEO has changed and you must change with it to stay competitive. There has never been a better time to rethink SEO, taking action to transform it away from 'rankings'

and 'traffic' and into more systematic, tested client acquisition activity.

By establishing measurement and metrics, analyzing pages within the SEO conversion funnel, customizing value propositions for different verticals, testing SERP snippets, and re-thinking keyword targeting and linking strategies, you can scale your SEO results and discover new revenue potential.



Itai Levitan is the CO-CEO and CO-Founder of easynet search marketing, a well-established company within the International search marketing industry. The firm offers multilingual paid search advertising services, strategic search engine optimization (SEO) and conversion rate optimization. Itai is inspired about digital marketing, entrepreneurship and people.



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Home Office Time Management.

by Arie Erlich

New phenomena is in town: home office.

The outcome of the 'Rapid changing world'

Modern business world is circled with global optic fiber net – open; quick; cheap - multinational and inviting for all. Reducing logistics time and costs, cutting rentals, improving flexibility and response-time – those are essentials in modern world. Business and the world itself is rapidly moving from the concrete into the virtual - more and more business fields are moving to the virtual; we all buy services, goods and entertainment on the web. More and more every day. Just link those three [3] pivots: Accessible infrastructure; Economy and people are moving to the virtual; Cutting logistics & costs - And you will see it coming: home office.

Good News

The good news about those changes is that more of us can become entrepreneurs, self employees and bosses to themselves.

Bad News

The challenge is that being smart is not enough, being diligent is not enough, being professional is not enough – above all those [self] management, speed and focus are essential to success.

Solution

One must manage, use managing tools and methods. Focusing on one of our critical resources, a one that can't be renewed, our TIME.

Office: Traditional Vs. Internal

The traditional format office offers you a frame. Frame that gives you office services like: assistance, secretarial, delegating option, time frame, delivery times and definition of missions, dealing with formal payments, inventory like print paper, coffee and many other issues. That external environment also controls you - you have to report, to share, meet others and so on. The home office needs the same elements, but: You are the one to do it all! In addition to running the job..... All those are time stealers – your personal time stealers.

Home office still offers few significant benefits such as: improved productivity, flexible and controllable work hours, reduced stress on road and work, reduced logistics and commuting/traffic jams, more family time, reduced costs. All those will hold the 'benefit' position for long only if we will use it smart and efficient. Here we try to demonstrate two [2] key factors everyone should learn and use, including their effect on us.

Self Efficiency and working hours



Who are you? Define your quality of working hours along the day. Than start to plan.

Time stealers

Time saving and time stealers is the 2nd of the 2 major issues [after the mentioned above 'self efficiency hours' issue].

First, let me clear my self - some of those time stealers are those that we love most! And want /should give special attention to! So the answer to them is just to manage their doings as if you were working in an external office - sounds simple... I know.

The solution to deal with time stealers is that you have to map them all; then wipe them from your effective hours or re-build your timetable around them - leaving enough time to all the work to be done...

Self Efficiency and time stealers

Whom should you avoid during working hours? Who are they?

- Background TV
- Internet [!!!...]
- New software
- Grocery shop list
- Coffee break
- Newspaper
- Arrangements
- Hobbies
- Email
- Personal calls
- Family....
- More & more....

Don't ignore nor neglect - just manage them and do not let them control you.

Practically a day contains four [4] parts. Critical part is the high efficiency hour's block - that is a part where you must be fully focused on the most important mission of the day; just plan your time-table around them.

2nd part of the day are the 'bad' hours - those should serve to all less demanding [not less important!] tasks of the day and to: mail; organizing; hobbies; personal calls and others.

3rd part is your private life and family. No doubt that home office should give the benefit of better family life - so do that and enjoy; afterwards don't forget to pay your duty... And if you can control it, do it on your free time or on 'bad' hours.

Oops - the 4th one is to rest and sleep....

The world is offering us a very innovative option to establish small companies – home companies; in order to do it right we must think in other way - innovative approach - new world new personal tools. Simple.

First step would rather be mapping the work needs, score them, map your work hours graph, combine them by doing critical missions during your 'good hours' and the non-critical on the others...

Manage your time and gain control to success.

you can also further read on our website, get tips and Register to our newsletter on www.edcomglobal.com



Arie Erlich, the author, is leading a company of organizational and Management consulting and implementation - Edcom Global Ltd.

Arie got vast Management and Human Resources experience [as C.E.O and V.P] in a variety of sectors- mainly in Hi tech, In Israel and Europe; Also lecturers in the academy [Jerusalem university and K. Ono college] in Business Management and Economy Departments.

Based on that knowledge EDcom runs for customers: Process building, project leading, communication, organ change process, M&A, team building, time management, control systems.

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Welcome to Affilicon Israel, 2009. Following the success of Affilicon 2008, held in late November, we have enhanced the format, picked the best conference venue in Israel and approached many new players in the market to extend the exhibition.

Affilicon Israel is positioned as our main International event. It is considered to be the LARGEST affiliates' event outside the US. We always felt that the international market deserves its own event as issues related to languages; different currencies and tax are unique to the International market and are not covered in the US.

This time we will have 3 parallel sessions' tracks. 30+ sessions delivered by top experts will help the attendees to be updated with the latest and greatest in our market. Affilicon is initially a place for education and we have done our utmost to provide with extensive and well thought program.

As per the vendors who are attending and/or exhibiting - we know that some conferences fail to gather enough affiliates. We have launched a massive marketing campaign and used all our contacts to ensure that Affilicon Israel will be packed



with affiliates so that real business can be conducted. Last Affilicon had proven it and deals who already generated millions of dollars were conducted at it.

Many Affiliate Networks will attend this event. Make sure you, the affiliate, meet each one of them and learn what they can offer.

As you probably know, Affilicon Israel is the first event in a series of five to cover the entire non-US market. Look at the Affilicon site to learn more about Affilicon Berlin, Beijing, Mumbai and Stockholm.

Hope the event will be as successful as planned.

Sincerely,

Itay Paz

Itay Paz, Founder

ברוכים הבאים לכנס אפיליקון הבינלאומי

צוות אפיליקון עמל במהלך חצי השנה האחרונה על מנת להבטיח את איכותו ואת היקפו של הכנס. מאות נציגים מחו"ל ומספר רב של מרצים ומציגים הם הערוכה להפיכתו של כנס אפיליקון לכנס הגדול ביותר מחוץ לארצות הברית. אנו מאחלים לכולנו אירוע מוצלח ורוצים להודות לכל מי שטרם, יעץ ותמך בנו לאורך הדרך.

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Monday, June 1, 2009

Track 1 (Auditoium)

Track 2 (Golan)

Track 3 (Tavor)


08:00 Conference Registration Opens

08:00 - 09:00 Breakfast

09:10 - 09:20 Opening Remarks **G**

09:20 - 10:00 Twitter Revolution Revealed **G**

10:00 - 10:15 Coffee Break

10:15 - 11:30 SEO Panel: Updated Organic SEO Issues Powered by  **G** | Building Your Affiliate Program from A to Z **V**

11:30 - 11:45 Networking Break

11:45 - 12:45 Panel: International Affiliate Programs **G** | Getting Investments to your Online Business **V** | How to do an Effective Video Marketing **I**

12:45 - 14:00 Lunch

14:00 - 15:00 Link Building Secrets Revealed **G** | First Timer's Guide to SEO and SEM **B** | Niche Finding: The Trend Marketing Strategy **I**

15:00 - 15:15 Networking Break

15:15 - 16:15 Cash Chicken Engineering **G**

16:15 - 16:30 Networking & Coffee Break

16:30 - 17:15 Using Multi Variate Testing To Make More Sales **G** | The Outsourced Affiliate **G** | Driving Leads Through Smart Domain Development **I**

17:15 - 17:30 Networking Break

17:30 - 18:30 Social Media Strategies Panel **A** | The Right SEM Company: How to Select the Right SEM Company **G**

18:30 Exhibit Hall & Registration Closes

G -General **B** -Beginner **I** -Intermediate **A** -Advanced **V** -Vendor/Corporate **F** -Forex

Tuesday, June 2, 2009

Track 1 (Auditoium)

Track 2 (Golan)

Track 3 (Tavor)

08:00 Conference Registration Opens

08:00 - 09:00 Breakfast

09:00 - 10:15 SEM Panel: Effective Link Building Powered by  **I** | Buying Media NOT at Any Cost **V** | Affiliate Copywriting Success **G**

10:00 Exhibit Hall Opens

10:15 - 10:30 Coffee Break

10:30 - 11:30 Digital Products Marketing **G** | Ethical & Legal Issues in Affiliate Marketing **G** | Landing Page Optimization Professional **A**

11:30 - 11:45 Networking Break

11:45 - 12:45 Why You Need To Be a Good Friend With Your Affiliate Manager **G** | Pay-Per-Click Strategies & Tactics **B**

12:45 - 14:00 Lunch

14:00 - 15:00 How to Build Your Own Lists & Paid Membership Sites **B** | Stop Hassling Start Working - Time Management for Working from Home (Office) **G** | Working With Affiliate Networks **B**

15:00 - 15:15 Networking Break

15:15 - 16:15 Google Slap 2009 **G**

16:15 - 17:00 Networking & Coffee Break


17:00 Exhibit Hall & Registration Closes

17:00 - 18:15 The Famous Afternoon Closing Panel **G**

18:15 - 18:30 Closing Remarks

20:30 Affilicon's Official Party - See details on Page 57


G -General **B** -Beginner **I** -Intermediate **A** -Advanced **V** -Vendor/Corporate **F** -Forex

Monday, June 1, 2009			
G -General B -Beginner I -Intermediate A -Advanced V -Vendor/Corporate F -Forex			
08:00 Conference Registration Opens			
08:00-09:00 Breakfast			
09:10-09:20		Track 1 Opening Remarks	Speaker: Itay Paz, Affilicon
09:20-10:00	Twitter Revolution Revealed G	Track 1 Almost everyone heard about Twitter but not everyone knows that Twitter actually made a revolution to the social marketing world. In this session you will learn everything you need to know about Twitter, twitting and more. Tune to hear from a great Internet Marketer about this hot topic.	Introduction by: Itay Paz, Affilicon Speaker: Ran Aroussi, CEO, Clickim College
10:00-10:15 Coffee Break			
10:15-11:30	SEO Panel: Latest Developments in Organic SEO Issues G	Track 1 The Organic SEO strategy and tactics is an ever changing ground field. The pace of changes and the competitive landscape require very close attention. This session will bring you the latest developments and will keep you updated. Powered by 	Moderator: Elroei Buchman - K Logic Speakers: Eli Feldblum, CEO, RankAbove Ophir Cohen, CEO, Compucall Web Marketing Branko Rihman, Senior SEO Analyst, Tens Technology Idan Shnall, Owner, RankAdvisor.com Amir Yarkoni, CO-CEO & CO-Founder, easynet search marketing Gary R. Beal, Managing Director, VanguardSEO
	Building Your Affiliate Program from A to Z V	Track 2 Looking to create an Affiliate Program? What seems to be very complicated and time consuming can be rather simple if you use the newly available tools, understand the dynamics and learn from mistakes done by others. Get an affiliate program up and running within a month! This session includes practical tips & tricks to find and recruit affiliates.	Moderator: Glenn Pagan, SVP Network Sales, MediaTrust Speakers: Omri Gonen, co-CEO, WeSell Shay Shevach, Affiliate Director, Rummy Royal Sharon Argov, performance base marketing consultant
11:00 Exhibit Hall Opens			
11:30-11:45 Networking Break			
11:45-12:45	Panel: International Affiliate Programs G	Track 1 Online marketing has no boundaries. If you are successful with your local, domestic affiliate programs, it is time to start acting globally. In today's competitive market finding the right niche and product is a key to your success. This panel is manned with top industry experts who are willing to share their experience as vendors, affiliates network and super affiliate. Don't miss it!	Moderator: Jivan Manhas, Founder and Head of Sales of Advialiant (MediaTrust) Speakers: Dush Ramachandran, VP of Sales & Business Development, Clickbank Jim Mansfield, CEO, Intel Yoni Assia, CEO, eToro Felix Leshno, Affiliate & Entrepreneur, Net Monster Ran Aroussi, CEO, Clickim College
	Panel: Getting Investments to Your Online Business V	Track 2 Internet companies have generated the best return on investment ever but still have had a larger percentage of failures compared to any other Hi-Tech industry. Group of experienced angels and venture capital executives will discuss in this session the dynamics of this fast pace world. Is the affiliation world attractive to investors? Would the economy crisis have a negative impact on Internet related investments or the opposite? These and other issues will be discussed during this session.	Moderated by: Udi Netzer, Chairman, B4Playing Speakers: Guy Gamzu, Chairman, Cubit Investments Limited Joeri Kreisberg, ADV., Partner at Yigal Arnon & Co Yaron Adler, President, Incredimail Dr. Orit Mossinson, President of De- Kalo Ben Yehuda Investment Bank Andrey Shirben, Partner and Director of Business Development in Kenshoo
	How to Do an Effective Video Marketing I	Track 3 Video Marketing is one of the most common way to do viral marketing. Hundreds of millions of videos are being viewed every month world wide. In this session you will learn how to do effective video campaigns and reach a huge crowd in short time.	Introduction by: Ran Regev, Affilicon Speaker: Arik Czerniak, Entrepreneur, formerly the founding CEO of Metacafe
12:45-14:00 Lunch			

Monday, June 1, 2009			
G -General B -Beginner I -Intermediate A -Advanced V -Vendor/Corporate F -Forex			
14:00-15:00	Link Building Secrets Revealed G	Track 1 We all know that search engines heavily rely on link analysis as an important component to rank web pages. Do you want to learn how to get top 10 rankings and increase traffic to your site? Having the right link building strategy is a crucial component on your way to success. Come and learn basic and advanced link building tactics, for pushing both affiliates and brands sites all the way to the top search results positions.	Intorduction by: Ran Regev, Affilicon Speaker: Ofer Dascalu, CEO, WiselImpact
	First Timer's Guide to SEO and SEM B	Track 2 Learn the basics of SEO & SEM. This session is all about starting to learn one of the most hot professions in the online marketing. This session is suitable for both Affiliates and Vendors.	Introduction by: Udi Netzer, Affilicon Speakers: Eli Feldblum, CEO of RankAbove Gary R. Beal, Managing Director, VanguardSEO
	Niche Finding: The Trend Marketing Strategy I	Track 3 The race after the perfect niche is on. Everyone spend a big chunk of their time to find niche to built campaigns on. In this session you will learn about the Trend Marketing Strategy to find new exciting niche with high-volume traffic.	Speaker: Itay Paz, Affilicon
15:00-15:15 Networking Break			
15:15-16:15	Cash Chicken Engineering I	Track 1 Everyone wants to be a millionaire - Tune to hear Igal Pines, aka the Millionaire in PJS how he engineered his own Cash Chicken. You don't want to miss this amazing session!!!	Introduced by: Itay Paz, Affilicon Speaker: Igal Pines, aka The Millionaire in PJS, Super Affiliate
16:15-16:30 Networking & Coffee Break			
16:30-17:15	Using Multivariate Testing To Make More Sales G	Track 1 Everyone wants more conversions, well this session is all about that. Learn how to do multivariate testing, particularly using the free Google Website Optimizer, to get better conversions. This is a practical how to sessions.	Introduction by: Ran Regev, Affilicon Speaker: Sam Michelson, CEO, Five Blocks Inc., Partner Marketing Expert
	The Outsourced Affiliate I	Track 2 It is time for you to optimize your affiliate business and grow without having the hassle of employees and paychecks. Learn how you can outsource any/some of your affiliate's activities while you are working to make more money.	Introduction by: Itay Paz, Affilicon Speaker: Mike Peters, General Manager, Software Projects Inc.
	Driving Leads Through Smart Domain Development G	Track 3 Finding a good name is critical to your website and your affiliate site to better brand yourself and drive traffic to your websites. Discover the power of direct navigation and learn how domains can impact SEO/SEM.	Introduction by: Udi Netzer, Affilicon Speaker: Monte Cahn, Founder and President, Moniker and SnapNames
17:15-17:30 Networking Break			
17:30-18:30	Social Media Strategies Panel A	Track 1 During the last 12 months Social media became a key player in Online Marketing. Some would say that president Obama won the election through his involvement with Social Media. The panel will discuss latest developments in this space.	Moderator: Jivan Manhas, Founder and Head of Sales of Advialiant (MediaTrust) Speakers: Sam Goldfarb, Founder & General Manager of Tradimax Miriam Schwab, CEO of illuminea marketing & media Oren Todoros, CEO & Co-Founder of HYPick.com Arik Czerniak, Entrepreneur, formerly the founding CEO of Metacafe
	The Right SEM Company: How to Select the Right SEM Company G	Track 2 Thinking of expanding your reach over the Internet? Thinking of outsourcing some of your SEM activity? This session will provide you with a cookbook as per how to select your partner - The SEM company. Not a trivial decision!	Introduction by: Itay Paz, Affilicon Speakers: Ophir Cohen, CEO, Compucall Web Marketing Itai Levitan, CO-CEO & CO-Founder, easynet search marketing
18:30 Exhibit Hall & Registration Closes			



"We've garnered several Million Dollars in new affiliate business within 3 months of attending the Affilicon Conference"
Glenn Pagan, SVP Network Sales, MediaTrust.

08:00 Conference Registration Opens			
08:00-09:00 Breakfast			
09:00-10:15	SEM Panel: Effective Link Building I	Links were and are a key component of any SEM activity. How do you generate back links? How do you value links strength? How can you increase number of links pointing at your site? This session will discuss basic and advanced techniques. New and experienced online marketers should attend this session. Powered by 	Moderator: Elroei Buchman - K Logic Speakers: Assaf Shami, Owner of RankAdvisor.com Amir Yarkoni, CO-CEO & CO-Founder, easynet search marketing Ophir Cohen, CEO, Compucall Web Marketing Ofer Dascalu, CEO, WiselImpact Gary R. Beal, Managing Director, VanguardSEO Gilad Sasson, Search Marketer, Nekuda
	Buying Media NOT at Any Cost V	When John Wanamaker said that he knows that 50% of the advertising budget does not work but he does not know which 50%, the Internet was not invented. Buying media can have a great ROI but can turn to be a disaster. In the world of direct marketing understanding the dynamics is crucial for your bottom line. Learn from an expert coming from one of the biggest media buying company in the world.	Introduction by: Ran Regev, Affilicon Speaker: Tsafir Peles, Co-CEO, DSNR Media Group
	Affiliate Copywriting Success G	Copywriting is a major factor in your success as an Affiliate. Dr. Harlan Kilstein will show you how to write copy on your blogs and websites that get more leads to opt-in and more prospects to convert. This will be a fast paced workshop showing you what works, what no longer works, and where Google wants you to go in the future.	Introduction by: Itay Paz, Affilicon Speaker: Dr. Harlan Kilstein, Internet Marketer
10:00 Exhibit Hall Opens			
10:15-10:30 Coffee Break			
10:30 -11:30	Digital Products Marketing G	Come and listen to the success of Clickbank. Over 10,000 digital products and 100,000 affiliates. Learn how they do it and analyze if applicable to your business. No one can educate you on online sales of digital products better than Clickbank. A unique opportunity to learn more about this exploding market.	Introduction by: Itay Paz, Affilicon Speaker: Dush Ramachandran, VP of Sales & Business Development, Clickbank
	Ethical & Legal Issues in Affiliate Marketing G	Running your affiliation business, like any business, takes some basic legal understanding. This sessions will be a great introductions for the mandatory legal aspects you should be familiar with and some legal mines you have to carefully watch.	Introduction by: Udi Netzer, Affilicon Speaker: Daniel Green, Adv., Yigal Arnon & Co., Law Offices
	Landing Page Optimization Professional A	You are successful in generating massive traffic to your websites. Can you convert it into sales or leads? This session will discuss the key elements in developing optimized landing pages. Listen to Alan Kay - a known landing page optimization professional	Introduction by: Ran Regev, Affilicon Speaker: Alan Kay, Internet Marketer
11:30 - 11:45 Networking Break			
11:45 - 12:45	Why You Need To Be a Good Friend With Your Affiliate Manager G	Affiliate managers are your representative at the vendor. While being responsible for setting your commission structure and your special bonuses and promotions, the affiliate managers have access to the vendor resources and they can help you utilize them. The affiliate managers sit on the entire affiliate data base and they clearly know what works and what not. You REALLY want to know this piece of information. Join this session to learn what really matters and why you need to be a good friend with your affiliate manager.	Moderator: Glenn Pagan, SVP Network Sales, MediaTrust Speakers: Shai Pritz, CEO, Unique Leads Ryan Sessler, Senior Network Manager, AzooglesAds Loren Zimmerman, Affiliate Manager, Intela Shay Shevach, Affiliate Director, Rummy Royal
	Pay-Per-Click Strategies & Tactics B	PPC campaigns can be very profitable but may provide negative ROI as well. During this session, we will discuss the strategies, tactics and some of the most advanced tools that will help you managing your PPC campaign. While easy to launch, PPC campaigns require close monitoring and can gradually be tuned to provide positive results. The session is aimed at beginners who either have experienced some PPC campaigns or are about to launch their first one.	Introduction by: Itay Paz, Affilicon Speaker: Igal Pines, aka The Millionaire in PJS, Affiliate Marketer

12:30-14:00 Lunch			
14:00 -15:00	How to Build Your Own Lists & Paid Membership Sites B	Thinking on visitors' loyalty, thinking about retention, thinking about maximizing the value of the traffic generated- this is the session to be. Any site who is about content and value should listen and increase the commercial value of its site.	Introduction by: Itay Paz, Affilicon Speaker: Andrea Yager, Internet Marketer, andreyager.com
	Stop Hassling Start Working - Time Management for Working from home (Office) G	Do you find yourself doing home tasks such as grocery shopping, cleaning and taking care of the kids or just resting while you work at home? Working at home has to have clear discipline. From proper setting of your home office through time management and target setting. This session will provide you with basic tools to improve your performance while working from home and not having a boss or time frame to follow.	Introduction by: Ran Regev, Affilicon Speaker: Arie Erlich, CEO, edcomglobal
	Working With Affiliate Networks G	Selecting, registering and being accepted to an Affiliate Network, especially to international affiliates could be tricky, sometimes. This session will highlight the necessary steps an affiliate should go through before selecting its Affiliate Network. What to look for, how to get approved, how to evaluate different offers, how to get better payouts will be some of The questions to be discussed. A must for the affiliate who consider working with a network or an affiliate who is not familiar with affiliate networks.	Introduction by: Udi Netzer, Affilicon Speaker: Shai Pritz, CEO, Unique Leads
15:00-15:15 Networking Break			
15:15-16:15	Google Slap 2009 G	Google keeps on slapping the internet marketers every few months. Dr. Harlan Kilstein has access to the inner world of Google PPC. He will reveal why Google is slapping (and closing) PPC accounts right and left. He will show you in an email from Google - why they have targeted Affiliate marketers AND what you must do to stay in the Affiliate marketing game.	Introduced by: Itay Paz, Affilicon Speaker: Dr. Harlan Kilstein, Internet Marketer
16:15-17:00 Networking & Coffee Break			
17:00 Exhibit Hall & Registration Closes			
17:00-18:15	The Famous Afternoon Closing Panel G	Closing the 2 condensed days, these panel will allow you to pose final questions to the experts and get final advise. Summary and final comments can equip you with the right tools to either start or boost your business. Based on previous experience this panel will summarize the information you have gathered in the conference and put it in the right perspective.	Moderator: Itay Paz, Affilicon Speakers: Felix Leshno, Affiliate & Entrepreneur, Net Monster Sam Michelson, CEO, Five Blocks Inc., Partner Marketing Expert Andrea Yager, Internet Marketer, andreyager.com Jivan Manhas, Founder and Head of Sales of Advialiant (MediaTrust) Ran Aroussi, CEO, Clickim College Igal Pines, aka The Millionaire in PJS, Super Affiliate
18:15-18:30		Track 1 Closing Remarks	
20:30 Affilicon's Official Party			



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eToro has developed a truly intuitive interface that lets traders concentrate on trading instead of messing around with bulky and overcomplicated software. With its simple style and exciting trade visualizations, eToro is the perfect platform for a novice trader to get his first forex trading experience. With its great array of professional forex trading and analysis tools, eToro is also the perfect platform for experts in the field who want to trade comfortably and reliably.

AffiliateClub

www.affiliateclub.com

Founded in December 2007, AffiliateClub.com rapidly established itself as a high-quality online gaming affiliate program. With its emphasis on making the affiliates' priorities its priorities, it has quickly become a favorite of affiliates all over the world. With up to 50% rev share for life that comes with no negative carry-over affiliates can be assured that they will be handsomely rewarded for all of their hard work. A dedicated account manager ensures that the every need and request of affiliates is taken care of. AffiliateClub.com is open 24/7 to handle all queries and concerns. AffiliateClub.com currently serves four reputable and trusted brands: Casino Club, SlotsClub, CasinoClub Poker and

Poker Kings. All four brands operate under licences issued by the Lotteries and Gaming Authority (LGA) in Malta. If you wish to Join AffiliateClub.com please register at <http://www.affiliateclub.com/en/join-the-club.html> or contact us at info@affiliateclub.com.

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www.searchmarketingexpo.com

The Search Marketing Expo SMX conference series is produced by Third Door Media. Third Door Media's mission is to empower internet and search marketing professionals by providing trusted content and community services they need to be successful. The full schedule of events is available at <http://searchmarketingexpo.com>

Third Door Media also publishes the search marketing news and analysis site Search Engine Land and produces Search Marketing Now, a lead-generation marketing solution for suppliers of SEM-related products and services. The company also owns Sphinn.com, the social news site where internet marketers share news stories, discuss issues in subject-specific forums and build their professional networks.

iGB Affiliate

www.igbaffiliate.com

iGB Affiliate is the biggest provider of information, insight and

analysis for the iGaming affiliate market through huge events that attract 50+ exhibitors and over 1,500 delegates, and a magazine which is received and read by over 5,000 active affiliates making it by far the biggest publication in the market. We work on a very simple philosophy that affiliates always come first and that doing the norm doesn't ever work.

iGB Affiliate is the sister company of iGaming Business who have been involved in the iGaming sector for over 8 years and publish a number of leading magazines including iGaming Business, which is the biggest and most read publication in business to business iGaming with 7,000 readers and 100+ pages an issue.

GPWA

www.GPWA.org

With over 7,000 members, the Gambling Portal Webmasters Association (GPWA) is dedicated to helping its members succeed in the online gaming industry. The GPWA was founded in 2001 to provide affiliate members with the means to collaborate with other online gaming affiliates around the world and to strengthen relationships with affiliate programs. Members are encouraged to build productive relationships with likeminded individuals - including many of the industry's top gambling affiliates. Membership is free and benefits include access to the most active iGaming affiliate discussion forum in the world plus a free subscription to the GPWA Times Magazine and the GPWA Times Weekly Newsletter covering industry news of particular interest and concern to portal webmasters, gathered by a full-time team of reporters who have in-depth familiarity with the online gaming industry.

APCW

www.APCW.org

The Association of Players, Casinos & Webmasters was founded in 2003 to audit online gaming sites to ensure fairness for both players and webmasters. The APCW soon became one of the most highly respected "watchdog" sites for investigating and reporting issues. After the UIGEA was passed in 2006, J. Todd, founder of the APCW, became an outspoken critic of the law and began making videos to educate players and industry personnel on the legal issues facing the industry in the U.S. These videos developed into the wildly successful, "Perspectives Weekly" series, which is carried across hundreds of websites and viewed over a million times in the past year.

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RomePartners.com offers high conversion ratios, large commissions, intimate customer service, a detailed reporting for our top notch brands, such as RomeCasino.com. Our personal affiliate consultants will help you strategize, design and implement your marketing and customer service needs. You'll also have

access to our leading team of senior affiliate account managers, each of which have years of experience in the industry, and have maintained healthy long lasting relationships with many of your colleague affiliates. Our casinos offer a unique multi-tab system which allows users to play several games at once. This, coupled with the easy registration process, quick download times, the acceptance of all major credit cards, and the acceptance of US players, gives players not only great reasons to play with us, but also streamlines the process, thus increasing conversion ratios.

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- Banners specifically adapted to suit the needs of your organization.
- An internationally approved platform (iDevAffiliate).
- Generous sales commissions of 40% (55% for the first 50 affiliates to register).
- A personal account with dedicated customer support. Payments on time every time!
- Detailed statistical analysis of your traffic to our site.
- Easy to sell products suitable for all market segments.

www.q-affiliate.com

BetUS.com

www.BetUS.com

BetUS.com has positioned itself as one of the strongest and most recognized brands in the online gaming industry and as a result offers an extremely lucrative affiliate program in BetUS Partners. As a member of the BetUS Partners program, you'll have the advantage of earning commission from a fully integrated affiliate program, which includes all our major products Sportsbook, Casino, Racebook and Poker!

Our members can earn anywhere from 25% to 35% commission on monthly net revenue for the lifetime of their player's activity. Plus, we offer optional commission structures to better cater to our affiliates, as well as a second tiered sub affiliate program.

Thanks to our easy-to-navigate affiliate platform, you'll find a wide range of marketing tools including banners, RSS and XML feeds, text links, widgets, dynamic content and podcasts to name a few. Plus, our easy online stats and reporting section allows our partners to keep tabs on everything from how many players they've acquired to how much revenue they've generated!

Join BetUS Partners today and start earning your share!

WagerShare

www.wagershare.com

WagerShare started in 2002 and with over 6 years experience is the foremost affiliate program in the Industry. Our team is professional, efficient and friendly and we aim to provide all our affiliate partners no matter how big or small, with the best marketing tools available and the finest tracking technology, ensuring excellent conversions and a mutually rewarding partnership. Client support is paramount to our success and our team is available in 14 different languages to answer your queries. Our partner Casinos - Spin Palace, Ruby Fortune, Mummys Gold, Piggs Peak and Spin Poker are world renowned and offer players hundreds of exciting games with striking graphics, fantastic promotions and 24hr support in up to 17 different languages. Sign Up with WagerShare and we will maximize your profits.

COPEAC

www.copeac.com

COPEAC - a new kind of affiliate network is an interactive experience focused on the total package in offers that perform superior results with a personal touch. A division of Intermark Media®, one of the Internet's leading interactive marketing agencies, the COPEAC network.

As a full-service advertising and interactive marketing agency, we strive to build strong brands and improve relationships with consumers and business partners, while maintaining a high level of insight and innovation to maximize results. We offer unsurpassed lead tracking and optimization technologies to assist our partners in meeting their needs and goals, in addition to creative marketing solutions provided by our reliable and friendly affiliate management team. Our goal is to help you reach yours.

PPC Bully

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What if there was a way to have *fully optimized* PPC campaigns the minute you launch them... Would you be interested?

PPC Bully's keyword research tool for PPC advertisers, uncovers winning combinations of Keywords, Ads, Landing Pages and Merchants.

This eliminates the trial and error process and allows you to know *up front* what works - and what doesn't. You get to see exactly what your competitors are doing, cash in on their "test" and launch with the most lucrative combinations possible.

PPC Bully lets your competitors work for you... and for free!

To better understand how PPC Bully works, check out the demo video on our site, or visit <http://ppcbully.com/affilicon> to look at the special offer for Affilicon attendees.

Mobiklix

www.mobiklix.com

Mobiklix is a design house and global CPA network specializing purely in the mobile entertainment industry. We produce exclusive labels and promote hundreds of mobile content offers across

35+ countries worldwide, all over Europe, USA, Latin America and Asia-Pacific.

Our mobile offers include among others Mobile Trivia games, IQ Tests, Mobile Games, Win Stuff Offers, Love Match, Mobile Dating, Ringtones, Wallpapers, Horoscopes and more. Mobiklix is focused.

Focus is what makes our team know what they talk about. Profoundly. Focus is what enables us to provide the best personal service to our clients. Focus enables us to generate remarkable results to our advertisers and pay more to our publishers. Our Bottom line focus is where we prove our concept and abilities every day. Contact us for more at info@mobiklix.com

Unique Leads

www.uniqueleads.co.il

Unique Leads' family of companies and its experienced team supplies advertisers and publishers a multitude of solutions including: Affiliate Marketing, CPA, CPC, CPL, Coregistration, Email, List Management, High Payouts, Top Performing Exclusives and over 40 years of combined management experience.

With access to the largest, most complete publisher network in the industry, Unique Leads has the ability to target any demographic with accuracy only dreamed of in the past. No matter the industry in which your organization operates, our diverse Publisher Network can produce the consumer base you are searching for.

After more than a decade in the industry we have a track record of which we are very proud. When you ask around, you'll find out that we really are unique. Email: support@uniqueleads.com

easynet search marketing

www.easynet.co.il

easynet search marketing provides international search engine marketing and conversion optimization services throughout more than 50 countries and 30 languages across Europe, US, Asia-Pacific, and the Mediterranean.

The firm empowers its optimization teams with a proprietary, search optimization platform: easynet edge. Through it, the easynet team boosts acquisition and post-acquisition performance through micro-targeting, decision-support and priority-setting within complex data-intensive search engine marketing accounts. Since 2001, Herzilya-based easynet enables clients such as Easy-Forex, Coolvision, mySupermarket.co.uk, Spark Networks, Conduit and others to maximize ROI from search engine marketing. Need to break your client acquisition ceiling within one or more geographies? easynet's representatives at Affilicon will be glad to discuss this with you.

Villento Affiliates

www.villentoaffiliates.com

Villento affiliates represent the Villento Las Vegas & Rich Reels online casino brands. Villento Las Vegas and Rich Reels both operate on the Microgaming operating system that is unaligned to any other casino group. The Casinos are managed by a highly

qualified and committed team that has a wealth of experience in managing online casinos. Players choose Villento Brands Casinos because of their unique brand position as an elegant alternative to the best Las Vegas casinos, coupled with dedicated customer service, consistent promotions, player rewards and an average payout average of over 97%.

Our approach is to keep things simple by offering a very attractive revenue earnings model, and to provide you with the creative tools you need to drive your traffic to the casino sites. Our commissions ranges from 28% to 35% with no losses carried forward.

Partner with Villento Brands and you're on track to great earning potential.

ReferBack

www.referback.com

ReferBack represents five of the most trustworthy and credible online casinos, Poker and Bingo Rooms that form part of the Belle Rock Entertainment group.

ReferBack will help make online gambling your business.

A trusted industry leader since 1999.

Extensive industry experience and marketing knowledge.

Owned by Carmen Media (nominated for Casino Operator of the Year, 2005).

ReferBack Voted Best Overall Affiliate Program 2008 - CAP AWARDS London.

We do the hard work for you! Simply bring in the players and we'll market and maximize your share of the wallet.

Choose between lucrative commission models designed to help you grow your business your way.

Maximum player retention due to extensive marketing and television exposure.

NO start-up fee or upfront investment.

Commission paid on time via multiple payment options.

User-friendly, hassle-free systems.

Join www.referback.com the casino affiliate program of choice for Leading online casino, poker and bingo brands TODAY!

Play65.com

www.play65.com

Play65.com is the advanced Backgammon Software, the 21-languages, 24/7 online backgammon room that hosts thousands of players every hour. Players from around the world have joined Play65 Backgammon room during the last 5 years, making Play65 grow into the largest backgammon room online.

Play65 website is committed to backgammon games both for Fun play and for Real money. The text in the website is quite minimal which allows newcomers to receive the relevant information and to start playing without any delay.

As an alternative for extensive explanations, Play65 offers a backgammon school; while playing for Fun money with the computer, a tutor corrects your mistakes and shows you the best moves in each turn.

Netpartner

www.netpartner.com

Netpartner is an international affiliate network launched in November 2008.

In collaboration with international Affiliates Marketers, Netpartner connects high converting offers with a traffic exchange platform to Advertisers and Publishers, adding to its suites of affiliate account management, creative management, and various media buying activities.

Equipped with enhanced user-friendly interface, Netpartner provides high transparency with the access to accurate tracking and payment checking. The Network has been offering a big variety of international offers on different performance-based channels.

All advertisers and publishers are welcome to visit and sign-up on www.netpartner.com

For any enquiries, please contact us at info@netpartner.com

Compucall

www.compucall.co.il

Leading web marketing firm in Israel, Compucall specializes in developing online marketing strategies and international businesses.

Since 1999 Compucall has provided successful web marketing solutions to organizations and industries worldwide. Compucall's expertise includes SEM, Web Analytics and Conversion Optimization; maximizing online presence increasing sales, generating leads and creating brand awareness.

Our methodology is the main key to success. It includes exhaustive market research to have a clear understanding of our clients necessities and goals, followed by a consistent plan, implementation and ongoing control process through the deployment of in-depth analytics. Compucall was recently accredited as GAAC by Google.

Some of our prestigious clients: EL-AL, SanDisk, Bank Mizrahi, AIG, Microsoft, Cellcom, RAD-Bynet Group, Pelephone, MetaCafe, NDS, ECI Telecom.

Let us help you reach your goals!

ClickIM

www.clickim.co.il

Clickim is Israel's largest and most reputable school for Internet marketing and entrepreneurship. Founded in 2006 by Ran Aroussi, a veteran Internet entrepreneur, together with Cash Flow Israel, a financial education leader, Clickim helped over 1,000 create online income streams from online activity. Clickim offers both online and offline courses and seminars in various subjects, with a main focus on the Affiliate marketing industry. Among its courses you can find Affiliate marketing 101, Google AdWords advertising, Email list building, creating profitable websites using Ad networks like Google AdSense Digital products production and publishing, and eCommerce using online platforms such as eBay.

To learn more about Clickim go to www.clickim.co.il sign up for a free introductory video course, and start using the Internet as a revenue source.

PartyGaming

www.partypartners.com

PartyPartners and AffClub are two affiliate programs under PartyGaming Plc, the world's leading listed online gaming company. PartyPartners.com brands include PartyPoker.com, PartyCasino.com, PartyBingo.com, PartyGammon.com, and sportsbetting through PartyBets.com and Gamebookers.com. AffClub.com's casinos, poker rooms and bingo hall all use Playtech gaming technology. The AffClub properties include: Casino Swiss, Enter Casino, Magic Box Casino, Casino Las Vegas, Casino King, Club Dice Casino, 50 Stars Casino, Carnival Casino, Casino Las Vegas Mobile (our newest brand), Fair Poker, Noble Poker and Miss Bingo.

So why should you join our programs? The money: We've paid out millions to our affiliates. Our brands: They're the most recognized gaming brands on the web, so they're easy to promote. No hidden costs and straightforward payment options. Easy-to-read reports track your players' activity and analyze the effectiveness of your marketing campaigns with a great selection of marketing tools too. Check out our new 100% RevShare deal today!

Karaktr Media

www.karaktr.com

Pronounced Kar-ak-ter, we are a product-development company that runs our own proprietary and highly exclusive affiliate program. We specialize in Health and Beauty products with our top offers being: Top Bromalite, Purity12, Lift SP, *brand new* Bromacleanse, Wu-Yi Pixie Pack and Flexarite. Our programs are all CPA based and each offer you run with us carries our special residual payment program; which means you earn over the lifetime of the customers you generate as well as receiving an initial high payout. If you are looking for an ADVERTISER DIRECT relationship with a company that gets it, email us today at mediapartners@karaktr.com.

CommissionKing

www.commissionking.com

CommissionKing (The Canbet & IASbet Affiliate Program) is a global wagering and gaming affiliate program offering top revenue deals across a full suite of products, including fully translated Casino, Live Dealer, Poker, and Sports Betting products for the European and Asian markets as well as a Cricket Betting exchange targeted towards the Indian market.

CommissionKing provides you with all the tools and promotions required to ensure you earn maximum income from your traffic, including focused player conversion and retention support:

- Up to 35% commission across Casino, Live Dealer, Poker and Sports.
- Monthly payments - on time every time!

- Zero negative carry over.
- Separate poker calculation - poker commission is always positive.
- State-of-the-art tracking and reporting tools.
- Complete range of on- and offline marketing material.
- XML feeds, iFrames and other easily integrated tools.
- Product-specific landing pages.
- Localised (Global & Asian) product and payment solutions.

WeSell

www.wesell.com

Wesell is the leading player in the Israeli Affiliate Market. WeSell specializes in managing relationships with Israeli Affiliates and providing them with Israeli and International Affiliate Programs. WeSell is representing over 5,000 Israeli Affiliates and hundreds of profitable affiliate programs. At Affilicon we are looking for new Affiliates that would like to enjoy from a nearby full time dedicated Affiliate Manager. Also, we are looking for Merchants and Networks who would like to have access to our premium Affiliates.

Fortune Affiliates

www.fortuneaffiliates.com

Fortune Affiliates is the exclusive affiliate program representing the Fortune Lounge group. The Fortune Lounge group operates a host of online and mobile casinos, bingo and poker rooms, including 7Sultans, one of the world's most established online casinos. Multiple currencies are supported which includes USD, CAD, GBP and EUR and languages include English, Italian, Dutch, Portuguese, French, Spanish, Greek and German. Reliability, world-class service, 7 years of experience and a solid reputation makes Fortune Affiliates a competitive option to massive earnings. They offer up to 35% in casino, poker and bingo revenue share, lifetime income to their Affiliates and 2nd Tier Earnings from all the Affiliates they refer. Together with detailed tracking reports, cutting-edge innovation and world-class support they ensure their partners stay ahead of their game. In August 2008, Fortune Affiliates was awarded the FIRST eCOGRA Affiliate Trust Seal. This prestigious award was granted in response to how core business values - such as transparency, fairness, integrity and timely payouts - have been consistently and competently upheld. eCOGRA is trusted for operating on strict principles, on-site evaluation of organizations and a spotless approach to deciding on whether to award a Seal or not. The Fortune Lounge Casinos have already been credited by eCOGRA for quite some time - and the fact that Fortune Affiliates is the first Affiliate program to receive the Trust Seal - speaks for itself. For Big Partnerships in a Small World, choose Fortune Affiliates.

Plimus Inc.

www.plimus.com

Plimus provides a flexible hosted E-Commerce platform that helps companies worldwide market, sell and distribute their digital goods and services securely online. The platform includes a comprehensive Affiliate system. Plimus not only connects

merchants with affiliates, it also completes the purchase process, then promptly divides and distributes revenues between merchants and affiliates.

Plimus' customizable framework helps merchants and affiliates increase user base, maximize spending on each transaction, while creating long-term customer relationships. The platform offers 20 languages and over two dozen currencies natively, and handles all popular payment methods.

Plimus has a clear focus on digitally-delivered products, software, games, SaaS, media, digital content, general services and more. No additional charges are made for affiliate-driven sales. Plimus charges the same low fees for transactions whether they occur directly or through affiliates, leaving more revenue on the table for both merchants and affiliates.

Payoneer

www.payoneer.com

Payoneer helps affiliate networks pay large numbers of people around the world, efficiently and securely, directly to co-branded prepaid MasterCard(r) cards, avoiding the delays and heavy surcharges of more traditional methods such as bank transfers and international checks. Payoneer develops, manages and markets the prepaid MasterCard cards, including cardholder online access to card account information and execution of transactions. Payoneer works with dozens of affiliate network partners including Buy.at, MediaWhiz and Copeac. see <http://www.payoneer.com> to learn more about our partner program.

The Payoneer Affiliate Prepaid MasterCard is a payment solution for individuals receiving payments from a number of affiliate networks. See www.payoneer-affiliates.com for information about our affiliates program. Payoneer is a privately-held company and a registered MSP with MasterCard.

Intela

www.intela.com

Intela is a global performance-based marketing and affiliate company with a focus on lead generation and customer acquisition. Based at the foothills of the Rocky Mountains in Boulder, Colorado, Intela also has a significant presence in the UK with an office in London. In addition, Intela provides campaigns and traffic in Australia, Canada, France, and as well as the rest of Europe. Intela has the ability to drive customers in numerous international markets using email marketing, Intela owned web properties and promotions as well as the company's multi-national affiliate network Crispads.com and our UK site, CrispAds.co.uk. As a strong affiliate and developer of custom promotional and incentive properties, Intela has been able to provide affiliates with access to high paying unique programmes built by Intela and its stable of exclusive merchants. Through CrispAds, Intela offers affiliates and merchants personal service and clear terms of payment and tracking. Intela's CrispAds programmes are ideal for affiliates of any traffic type and are particularly good for email, social media, hosted sites, co-registration, incentive and PPC. Visit Intela at intela.com or our affiliate network at CrispAds.com.



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Andrey Shirben

Andrey Shirben, Partner and Director of Business Development in Kenshoo - Andrey brings with him a unique combination of vast technological background as well as business understanding and sales & marketing expertise. Andrey's experience ranges from leading technological teams, through product & project management as well as customer facing roles, to VP of Sales & Marketing. Being a private investor, Andrey originally joined Kenshoo as one of its first investors, quickly falling in love with the company and joining it full time. In his current role with Kenshoo, Andrey is responsible for jumping the curve and looking into various cooperation & integration opportunities with partners across the online marketing spectrum, such as the Buntai project (KENSHOO SEARCH™ for Affiliates), Display Networks integration, Behavior Targeting etc.

Dush Ramachandran

Dush Ramachandran joined ClickBank as VP of Sales & Business Development in 2005 and is responsible for ClickBank's sales activities and alliances with affiliate and publisher organizations worldwide. Prior to ClickBank, Ramachandran worked at Requisite Technology where he was VP of International, Global Alliances and Business Development. He joined Requisite in 1998 through its acquisition of Antaeus Systems Inc., where he was the President, CEO and Founder. Prior to Antaeus, Ramachandran was President and CEO of Conceptual Technologies, and prior to that held senior management positions with Computervision Corp., Prime Computer, Inc. and Datapoint Corp. with worldwide responsibilities. Ramachandran holds a BS in Physics from St. Joseph's College, Bangalore University and an MBA from the Indian Institute of Management.

Ran Aroussi

Ran Aroussi is an Internet marketing strategist and entrepreneur. He's the co-founder of ClickIM, Israel's largest and most reputable school for online marketing and entrepreneurship, where he teaches others how to quit their day jobs and make a living "working" full time online. Ran expertise include search engines marketing, relationship marketing and Internet business development. He also joint ventures with other companies and individuals to create products that make the task of "making money online" a little bit easier.

Branko Rihtman

Branko Rihtman is a senior SEO Analyst at Tens Technology. Branko has been uniquely successful in the SEO field at Tens Technology (www.tenswebmarketing.com) since 2001, and has generated impressive ROI for a large number of clients. He earned a B.Sc. in Biology and Environmental Sciences from the Hebrew University of Jerusalem and is currently pursuing his M.Sc. in Molecular Ecology at the same institution. His

scientific background enables him to analyze SEO challenges in a unique way and to continuously design creative experiments which helps the company improve its understanding of how search engine algorithms work. Therefore he has earned to be called an SEO Scientist which is also a name of his blog (www.seo-scientist.com) where he publishes some of his discoveries in the world of search engine marketing.

Felix Leshno

Felix Leshno is an Affiliate and Entrepreneur of Net Monster, a leading affiliate marketing enterprise. Felix is one of the most experienced affiliates in the e-commerce marketing and is well known for being one of the top affiliates in many programs.

Ophir Cohen

Ophir Cohen is the CEO of Compucall Web Marketing, the leaders in professional web marketing in Israel, and abroad. Compucall helps global brands to define their online marketing strategies, interact with their target audience, generate qualified traffic to their web assets and drive high conversion rates and ROI, using natural and genuine search marketing techniques such as organic search engine optimization (SEO), pay per click (PPC), SMO (Social Media Optimization), Permission Email Marketing, Online PR and Performance marketing.

Ofer Dascalu

Ofer Dascalu is the CEO of WiselImpact, a leading worldwide SEO and Online Marketing consulting company which helps its clients to excel in the highest competitive markets. WiselImpact team includes highly skilled professionals which have years of both technological and business rich experience, a team with proven track record that successfully generated millions of dollars directly from SEO alone. Mr. Dascalu founded his first online business at the age of 15 and has more than 17 years of online marketing experience. Mr. Dascalu has proven track record leading companies from an early stage of crafting an idea up to a stage of becoming a success story. Over the years, Mr. Dascalu lead both small and mid size organizations like Oron Online, S.E.M Professionals, eBsure & Clasys and large size NASDAQ listed organization including a Sr. Director position at Symantec, Veritas & Precise managing dozens of people located in three development centers in Boston, Chicago & Denver. Mr. Dascalu holds a B.A in business (Summa Cum Laude from Ruppin and holds a MBA from the Northwestern Kellogg & Tel Aviv Recanati international executive MBA program.

Itay Paz

Itay Paz is the founder and CEO of B4Playing, an online affiliate company. Itay has extensive experience as an entrepreneur in the internet industry & affiliate marketing. A founder of Dropland, an e-commerce start-up specializing in the auction market place. Since 2000 Itay is running an affiliate marketing company. Itay is one of the organizers of Affilicon.

Joeri Kreisberg,

Joeri Kreisberg Adv., is a partner with the law firm of Yigal Arnon & Co., one of Israel's leading law firms. Joeri's practice is in the fields of high-tech and life sciences, venture capital, mergers and acquisitions, Internet & E-Commerce, gaming and gambling. Joeri has represented many of Israel's top venture capital funds, as well as foreign funds investing in Israeli related companies. Joeri works with high-tech and start-up companies in various fields, advising them on all matters, including financing transactions; M&A transactions; research and development activities, including the sale or purchase of technologies and licensing transactions; and various commercial transactions. In addition, Joeri specializes in Internet and E-Commerce, representing companies and ventures in these fields with a variety of business models, including Israel's leading media conglomerate.

Joeri is vice-chairman of the high-tech committee of the Israel Bar. Yigal Arnon & Co. is one of the largest and leading law firms in Israel, providing a full range of legal services to a wide-ranging client base, including major international ("Fortune 500") companies, financial institutions, real estate developers, young emerging growth companies, investor groups and high net worth individuals.

Jivan Manhas

Jivan Manhas is Head of Sales, Founder of MediaTrust. As a seasoned executive and an experienced entrepreneur, Mr. Manhas possesses diverse business experience, a fundamental understanding of how to leverage cutting-edge technologies within online media, and valuable strategic and operational experience in creating new ventures. Prior to co-founding Advalliant, Mr. Manhas was a co-founder of a number of Internet consulting companies, including ViaCentrix, Digital Bytes and Consultica.

Omri Gonen

Omri Gonen is the Founder and CO-CEO of wesell.co.il, the first and leading Affiliate Network in Israel. Omri is an experienced entrepreneur in the Internet industry and has extensive knowledge and understanding of SEM, Affiliate Marketing and Internet Technologies.

Miriam Schwab

Miriam Schwab is the CEO of illuminea marketing & media, a Jerusalem-based firm that helps companies create and optimize their web presence with comprehensive blogging and social media strategies. illuminea's clients range from large hi-tech companies to innovative start-ups and world-changing non-profits. Miriam maintains an active voice online via social networks and blogging, and regularly lectures on the subject to groups and companies. Miriam writes a number of blogs including: illuminea's blog (about social media and marketing), WordPress Garage (about the WordPress blogging platform), and israelplug (about good news from Israel). Miriam would

love to connect with you on facebook, friendfeed, twitter, LinkedIn, and whatever other social networks may come along.

Sam Michelson

Sam Michelson is an Internet Marketing Entrepreneur whose company Five Blocks creates partnerships/JV's in profitable niches. This allows Five Blocks to create an alternative to traditional affiliate relationships. Sam believes that SEO Knowhow is a potent currency and his company's strategy includes the exchange of winning ideas with other SEOs.

Elroei Buchman

Elroei Bucman is the Co founder & CEO of K Logic (a.k.a K) one of the leading online marketing companies in Israel. K is a full service search engine marketing agency specializing in complex multi structured SEO projects and in internet strategy consultancy.

Dr. Orit Mossinson

Dr. Orit Mossinson is an Internet Marketing and E-Branding expert with over a decade of experience in Biz Dev & Marketing. Orit holds a Doctorate of Business Administration (Ph.D.). In her Ph.D. research Orit explored E Brand Equity vs Traditional Brand Equity. Dr. Mossinson is currently the Vice President of De- Kalo Ben Yehuda Investment Bank, a partner in the international Harvard VC n-Qube and teaches in several Academic institutes.

Andrea Yager

Andrea Yager has been involved in online marketing since the year 2000. Her creative approaches and depth of knowledge and understanding in Internet Marketing has added hundreds of thousands of dollars to the businesses of others. Andrea has also managed to grab the attention and work with some of the biggest names in her field. Andrea enjoys sharing lots of 'make money online' ideas on her blog and other web properties.

Tsafrir Peles

Tsafrir Peles is the Co-CEO of DSNR Media Group. Tsafrir Peles has been deeply involved with Internet advertising since 1999, when he became the Marketing and Operations Manager of a US online auction site. Upon his return to Israel in 2003, Mr. Peles joined DSNR, and as VP Marketing and Business Development, was one of the organizers of the company's Internet Media and Marketing Department. Mr. Peles completed his MBA with honors at Baruch College in New York and is an officer in the Israeli Army Reserves.

Mike Peters

Mike Peters is a General Manager with Software Projects, the "fastest growing full-service Internet Marketing & Web development firm" according to Inc Magazine. Mike started his first company at age 14, dropped out of school at 16 and made his first million by the time he was 20 years old. With

300 employees across 5 locations, Software Projects is helping Microsoft, American Express, ReMAX, Countrywide, 3M and other leading organizations, build, manage and grow their online initiatives. Super affiliates like Shawn Casey, Tellman Knudson, Felix Leshno, Amit Mehta, Anik Singal and others, rely on Software Projects to quickly bring their ideas into fruition.

Shay Shevach

Shay Shevach is the Affiliate Director at Rummy Royal. Shay has an extensive knowledge in affiliate marketing and he is considered as an affiliate marketing expert. He and his team have brought you RummyRoyal.com - the world's leading rummy games network. A veteran in the gaming industry, Shay simply knows who to work with. After all, we are all people who make money. Exclude the buzz words - and it is all about relationships and an open mind.

Sam Goldfarb

Sam Goldfarb is the founder of Tradimax. He has an MBA with a specialization in marketing as well as a background in computer engineering. Tradimax provides Facebook marketing services for clients who want to use Facebook to achieve greater brand awareness. Tradimax also works with customers to develop and implement internet marketing strategies. Our customers include Elbit, Atlas hotels, the David Intercontinental hotel, the Israel Defense Forces, and the Israeli Education Ministry, among others.

Monte Cahn

Monte Cahn is Founder and President of Moniker and President of SnapNames, which together make up the Aftermarket & Registrar Division of Oversee.net, which also manages more than 4 million domains and 117 ICANN Accredited Registrars. Oversee provides Domain Asset Management services, a complete set of business services that help clients manage and maximize the value of their domains. At Moniker, Monte has pioneered domain name aftermarket services since 1999, with a focus on delivering top-notch security, customer service, and value added products and services. He has more than 20 years of experience in the healthcare, high-technology and Internet fields. Monte helped start the first online domain brokerage business in 1996, and facilitated the first domain name sale over \$1 million dollars (Wallstreet.com) and \$2 million dollars (Autos.com). He co-developed the first IRS-recognized domain appraisal system, and is the visionary behind Live Domain Auctions. Monte Cahn is host of the weekly internet radio show "Domain Masters" on www.WebmasterRadio.fm. He graduated from University of Kentucky.

Issaf Shami

Issaf Shami is the owner of RankAdvisor.com a division of Oz Internet Marketing Inc. RankAdvisor.com is dedicated to helping businesses create a powerful online presence easily and

economically. We provide a comprehensive array of Internet marketing services backed by superior service and the latest technology. Our professional team will help you develop a marketing concept for your website, create it and maintain it within today's highest standards and advanced technology. We provide a complete solution to your entire Internet marketing needs at a very affordable price.

Itai Levitan

Itay Levitan is the CO-CEO and CO-Founder of easynet search marketing, a well-established company within the International search marketing industry. The firm offers multilingual paid search advertising services, strategic search engine optimization (SEO) and conversion rate optimization. Backed up by its proprietary optimization platform, easynet edge, this search marketing firm has partnered up with its strategic clients, as it optimizes search marketing activities throughout more than 50 countries. Itai is inspired about digital marketing, entrepreneurship and people.

Amir Yarkoni

Amir Yarkoni is the CO-CEO and CO-Founder of easynet search marketing, a well-established company within the International search marketing industry. The firm offers multilingual paid search advertising services, strategic search engine optimization (SEO) and conversion rate optimization. Backed up by its proprietary optimization platform, easynet edge, this search marketing firm has partnered up with its strategic clients, as it optimizes search marketing activities throughout more than 50 countries. Amir is inspired about digital marketing, technology and Mother Nature.

Idan Shnall

Idan Shnall is the owner of RankAdvisor.com a division of Oz Internet Marketing Inc. RankAdvisor.com is dedicated to helping businesses create a powerful online presence easily and economically. We provide a comprehensive array of Internet marketing services backed by superior service and the latest technology. Our professional team will help you develop a marketing concept for your website, create it and maintain it within today's highest standards and advanced technology. We provide a complete solution to your entire Internet marketing needs at a very affordable price.

Oren Todoros

Oren Todoros is the CEO & Co-Founder of HYPick.com a social interaction site as well as a video blogger on Seovoice.com New Media Daily and TechAviv.com. With over 7 years of experience behind him, Oren has lead the online marketing initiatives of organizations within the B2C industry as well as the mobile industry, most recently as the new media manager at modumobile.com

Eli Feldblum

Eli Feldblum is the CEO of RankAbove, a recognized SEO and SEM expert, was formerly Director of Marketing for Didit. Eli was responsible for Didit's personal SEO and PPC efforts, and worked on search marketing campaigns for a number of other A-list companies, including Match.com, NewYorker.com, Style.com, Concierge.com, American Express, AT&T Mobile, Cingular, John Kerry for President 2004, Glamour.com, AD.com and more. Eli is a founder of RankAbove.

Glenn Pagan

Glenn Pagan, Senior Vice President, Network Sales is a highly regarded sales and marketing professional with over 27 years experience in technology (IBM International Sales), publishing (Conde Nast Publications), and integrated/online media. Glenn has been involved with several online startups since 1995 and in the performance marketing space since 2004. Over the years, the valuable experience of developing and executing growth strategies for some of the world's leading companies such as Coca-Cola, Phillips Electronics, L'Oreal, and BMW has enabled Glenn to see client's challenges from their point of view. An avid sportsman, Glenn competes in triathlons (5:11:36 Half Iron Man) and marathons (2:42 personal record).

Shai Pritz

Shai Pritz is the CEO and co-founder of UniqueLeads.com. Uniqueleads.com is an affiliate network that specializes in matching the right ads to the right audience. Shai has been a leader in the online marketing industry for over 12 years. Starting out as an affiliate himself doing PPC, SEO, Email & Display, Shai has a unique perspective to see both sides of the business. By understanding what he wanted in an affiliate network himself, he was able to build Uniqueleads.com into one of the best networks running today. Shai is an active presenter and speaker concerning affiliate marketing strategies at many industry wide events including OMMA, & Leadscon.com. Shai is also a founding member of OLGA (Online Lead Generation Association).

Dr. Harlan Kilstein

Dr. Harlan Kilstein is one of the most in demand copywriters in the Internet Marketing world. His clients range from most of the top online experts to clients who want to dominate their niche. Dr. Kilstein is the only top copywriter who uses the techniques of NLP in his copywriting for maximum conversion effects. He holds the record for the fastest million dollars made online in just under 20 minutes.

Alan Kay

Alan Kay is a Marketing Experiments Landing Page Optimization Professional. During the past 18 months Alan has been obsessed with improving landing page conversion on both free and fee based offers. As a result of this, Alan will share with you the 17 keys to mastering how to improve the conversion rate of

every single landing page you have ever created and will ever create in the future, step by step, at Affilicon Israel 2009.

Guy Gamzu

Guy Gamzu is the founder and managing director of Cubit Investments Limited - a privately owned investment company specializing in early stage venture finance. For more than ten years, Mr. Gamzu has orchestrated the structuring, positioning and development of investments in numerous young technology ventures. He has led investment negotiations, built successful management teams and shaped the business models and strategy for Cubit's portfolio of companies, nurturing countless business ideas into thriving companies. Mr. Gamzu served as a board member of several technology companies, including Fraud Sciences Ltd (Acquired by eBay), RealTime Image Limited (Acquired by IDX-GE Healthcare), Gilian Technology Limited (now Breach Security), Quiver Inc. (acquired by Inktome-Yahoo!), and others. In spite of the technology bubble burst years, Mr. Gamzu has managed to increase the value of Cubit by an average of over 30% year-over-year net IRR per annum. Among others technology companies, Mr. Gamzu currently serves as a Director on the Board of Eyebaster - a multinational, Interactive Advertising Content Delivery and Management Technology company. With a family background of three generations in the Diamond business, Mr. Gamzu founded in 1999 'Aglia Diamonds' - one of the world's finest diamond brands, which he pioneered with a new concept that leverages the merits of high quality diamonds together with high-end marketing and technology. Mr Gamzu holds a BSc (Hons) in Business Studies, Marketing & Finance from City University Business School in London, UK.

Gary R. Beal

Gary R. Beal is the MD of VanguardSEO has been in the Search Engine Optimization field for 12 years. He attended Ohio State University in the US and holds a Masters Degree in Biometrics and Mathematical Statistics. He specialises in SEO for very competitive markets; primarily in Gaming, Dating, Travel, Insurance and Financial Industries. He has spoken at many SES, SMX ,CAP, AAC, EIG, G2E, AIG, GPWA, CAC and A4UExpo conferences around Europe and has also been on dozens of expert SEO panels. Gary has written specialised articles for multiple online marketing publications and Moderates on 3 separate Affiliate forums and as an Affiliate has great insight. He is known best for his free 1-on-1 sessions during conferences and his non-commercial, plain talk delivery. The online world knows him as GaryTheScubaGuy and his Top 12 SEO Tips.

Gilad Sasson

Gilad Sasson, Competitive Internet & Search Marketer, handling Internet Marketing, SEM, Web Based Projects, R&D and Information Retrieval. Gilad enjoys the challenge of organic search outrank and puts an excessive amount of time in research

& study while doing it. Since 1999, Gilad held several Senior Internet Marketing positions and founded nekuda.co.il, Web Solutions Company specializing in search marketing and analysis. The Company manages and develops projects as an operator/affiliate, providing service and consulting in the fields of communication, ecommerce, IYP, content, health, travel, security, gaming, finance and more. Gilad's addiction to the search algorithm (also known as alcoholic), unique approach, proven record of achievements in competitive markets and the faith that any site can rank better, makes him excel in what he does.

Ron Brightman

Ron Brightman, VP Marketing of eToro, oversees eToro's global marketing strategy, including advertising and brand management, public relations, client acquisition and marketing. Mr. Brightman is a marketing professional with over 5 years of experience in various managerial marketing positions. His expertise covers multiple marketing aspects; including online media buying, affiliate marketing, search engine marketing, and offline marketing. Mr. Brightman holds an MBA in marketing; and M.A in Psychology.

Igal Pines

You probably think that I am a full time Affiliate marketer, but the truth is that if you'd ask: "What is your day job?", I'd probably answer: "I'm a traveler...". That's my 9-5 job. But hey, I'm still doing Affiliate Marketing on Saturdays....

Arik Czerniak

Arik Czerniak was formerly the founding CEO of Metacafe, and is currently involved in several startups. Arik writes at Accelerate.co.il and recently co-founded SuperSonicAds, a virtual currency monetization platform focused on Europe. Arik Holds a Bsc in Math, Physics & Computer Science and an MBA from the Hebrew University of Jerusalem. He is married and lives in Tel-Aviv.

Udi Netzer

Udi Netzer is being involved with Hi-Tech ventures since 1986. Held various executive positions with 3Com, NCD, NetManage and VCON. Udi was the founder and General Partner at Evergreen and is involved with various Internet ventures such as EyeBlaster, EyeClick and B4Playing.

Arie Erlich

Arie Erlich is leading a company of organizational and Management consulting and implementation-Edcom Global Ltd. Arie is an economist by profession; holds B.A and M.B.A degrees in business management.

Arie writes Doctoral research in management.

Arie got vast Management and Human Resources experience in a variety of sectors - Hi-tech and start-up companies, In Israel and Europe; including CEO or VP in: Rad-Bynet group,

Africa-Israel Investment Ltd., Technological Academic Center; Electro Optical [EIOp] Ind.; Macteshim Agro Chemicals.

Arie also serves as a lecturer in the academy [Jerusalem university and K. Ono college] in Business Management and Economy Departments.

Based on that knowledge EDcom runs for customers: Process building, project leading, communication, organ change process, M&A, team building, time management, control systems.

Yoni Assia

Yoni Assia, CEO of eToro, drives the strategic goals of the company and oversees all the business units of eToro. Mr. Assia is a former software group manager with over 8 years of experience in software development and management. Mr. Assia has accumulated over 10 years of experience in investments and Forex trading. Mr. Assia holds BSC in Computer Science and Management and MSC in Computer Sciences.

Loren Zimmerman

Loren Zimmerman is an Affiliate Manager for Intel, located in Boulder CO. She has been working within the Internet industry for the last five years. Her experience encompasses working with independent advertisers and publishers as well as networks both national and international. She has spent the last five years representing advertisers and accommodating the best interests of the publishers, creating successful results for both groups. She is extremely skilled at building client relationships and speaking knowledgeably about the industry which she has chosen as her profession.

Jim Mansfield

Jim Mansfield, CEO of Intel, is an affiliate marketing entrepreneur and founder of Intel. Intel is a global lead generation and affiliate marketing company. After a brief career as an IT consultant, Jim started as an email marketing affiliate in 2001. Jim, along with partners, founded Vayan Marketing Group in Florida. Vayan focused on email marketing and lead generation. As the company's CEO, Jim grew Vayan as an email marketer and lead generation company over the next several years. Vayan focused on US email and home based business leads.

In 2006, Jim started Intel in Boulder, Colorado. Intel focuses on email and lead generation. Jim saw an opportunity in international lead generation and affiliate marketing, so within 2 years Intel was earning over half its revenue outside the U.S. Jim and Intel have spent a great deal of time establishing the company as a significant email publisher and lead generation network in the UK, Australia, and all over Europe. Intel has grown rapidly in three years and currently has operations in the UK and the US and traffic and revenue in 5 countries and growing.

Jim is a graduate of the University of Michigan and splits time between his home in Boulder, Colorado and London.



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