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Performance Partnerships: The Checkered Past, Changing Present And Exciting Future Of Affiliate Marketing



Synopsis

The term affiliate marketing has been misunderstood and underestimated since its inception. At its core, affiliate marketing represents something overwhelmingly positive: paying only for marketing that delivers actual, quantifiable results. Robert Glazer, a leader in the affiliate marketing industry for over a decade, draws upon his experience and insights gathered from influential marketers to examine a rapidly changing field. *Performance Partnerships* is the first in-depth look at the performance (affiliate) marketing industry. Examining its roots and evolution, this book offers a better understanding of its impact as a vital form of direct-to-consumer digital marketing, and advice on how it can be used to change marketing and business development practices. When used correctly, affiliate marketing and *Performance Partnerships* can be powerful tools to grow your business—and Robert can show you how to tap into that boundless potential.

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Customer Reviews

A great perspective not only on the past, which is critical to understand, but on where to find opportunity in the future. Few have a better grasp on the entire Affiliate Marketing industry, or more

experience with the common strategies used in the industry, than Bob (author) - and even fewer have the ability to then put that experience on paper as an entertaining read! I'd highly recommend this not only as an industry resource, but a lesson on how markets develop and reward value driven approaches to business over short term profit.

When I tell people I love performance / affiliate marketing, I typically get a strange response. It's as if someone is thinking, "I thought he was an honest and smart guy, why would he work in that space?" The truth is, those that think that, just don't get it. I love this space because what I know it CAN be. In fact, done right, today's performance model couldn't be farther from the fray that gave it a bad name during its "land-grab" days. Performance Marketing is the lens that we should view most relationships through. Those that understand the true potential of performance marketing are among the world's best and most progressive marketers. Sounds self-serving, but it is not. Those that have survived the phases of the affiliate evolution have not done so by trial-and-error. They understand partnerships that create value require continuous reinvention. Partnerships succeed when each player's contribution is clear and embraced. When I decided to run one of the largest online affiliate networks in retail and rehabilitate the internal credibility of its affiliate marketing channel, I sought out partners who saw the channel for what it could be. Bob Glazer was among my first phone calls. Why? Like any good counselor, he understands history. He has the context to add validity to why this performance-based world has fallen short of its potential and what it takes to make it so great. He also has the energy and the will to lead a needed revolution to make it better. With his gift of storytelling, Bob is well positioned to serve not only as the honest curator of the ecosystem's history, but he may very well become the Press Secretary of its brave new future. Thanks to this book, we are on our way to move Performance Marketing from a narrowly defined "channel" to a model we embrace, trust and incorporate more broadly across a business.

In this book Glazer spends a lot of time going over what has happened in the affiliate or performance marketing industry and where it is going in the future. The majority of merchants and retailers are still stuck in the past but the ones that have embraced the future, are more proactive in the management of their partner programs, and know how to properly view the affiliate channel are the ones who will succeed and be able to utilize all the benefits a healthy affiliate program can provide. Few people are as knowledgeable as Glazer is when it comes to the affiliate/performance

marketing space. Bob not only has a great understanding of the channel but he can also take that knowledge and put it in to practice with his clients. If you are involved in the affiliate or performance marketing space you need to read this book.

I read this book because I enjoy Robert's blog, Friday Forward- he has an engaging style and whatever he has pulled together on any given week always seems immediately actionable. It turns out that Performance Partnerships is a really interesting read, even if on-line marketing is not something you do every day. I would certainly recommend it for anyone in marketing, as an up-to-the-minute guide to what those at the cutting edge are doing- whether you are a product or service company (he illustrates how service firms are using Performance Partnerships to boost performance). For those of us who are interested in business but focus more on corporate strategy, finance, and such, this is a great way to get smart about the complex and mysterious world of digital marketing.

This book is a must-read for anyone looking forward to what's next in digital marketing. As Glazer outlines, affiliate marketing is so much more than its shady beginnings, and as savvy brands continue to look at how to pay partners who drive revenue or action, expect affiliate to become an increasingly important digital channel. Glazer outlines clearly how affiliate can work to grow performance partnerships and how to think about it smartly and strategically to grow your business. A must read for this generation of digital marketers!

This book is a great read not only for affiliate program managers but marketing executives in general. Easy to read with plenty of stories that stick, it covers some of pitfalls in the industry and provides actionable insight on how to address them. Author is an expert in the field and has pioneered innovation in the space. If you'd like to learn more about the industry past, it's current state and where it's headed, the types of affiliates, how to properly build and structure a value add program and understand how the numbers are moving - do yourself a favor and pick this book up.

With the introduction of the term "Performance Partnerships", Robert shows that he has a great understanding of where the affiliate industry is heading to. I would absolutely recommend all (online) marketing professionals as well as (online) marketing students to read this book! Personally, I've encouraged all my students at the Erasmus University in Rotterdam to do so!

Captivating read about the history of performance marketing. Written extremely well and an easy read with incredible insight into one of the most interesting marketing strategies ever conceived. Bob Glazer's ability to speak to this industry in the first person brings excellent storytelling to the forefront and builds excitement around what's still to come. A must read!

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