

BRANDED CONTENT X COMMERCE

A GENERAL INTRODUCTION

TABLE OF CONTENTS

P.3

HELLO

P. 4-5

**WHAT IS
COMMERCE
CONTENT?**

P. 6-8

**WHAT IS
BRANDED
COMMERCE
CONTENT?**

P.9-10

**PLANNING
&
PRODUCTION**

P.11

**Q&A
&
CONTACT**

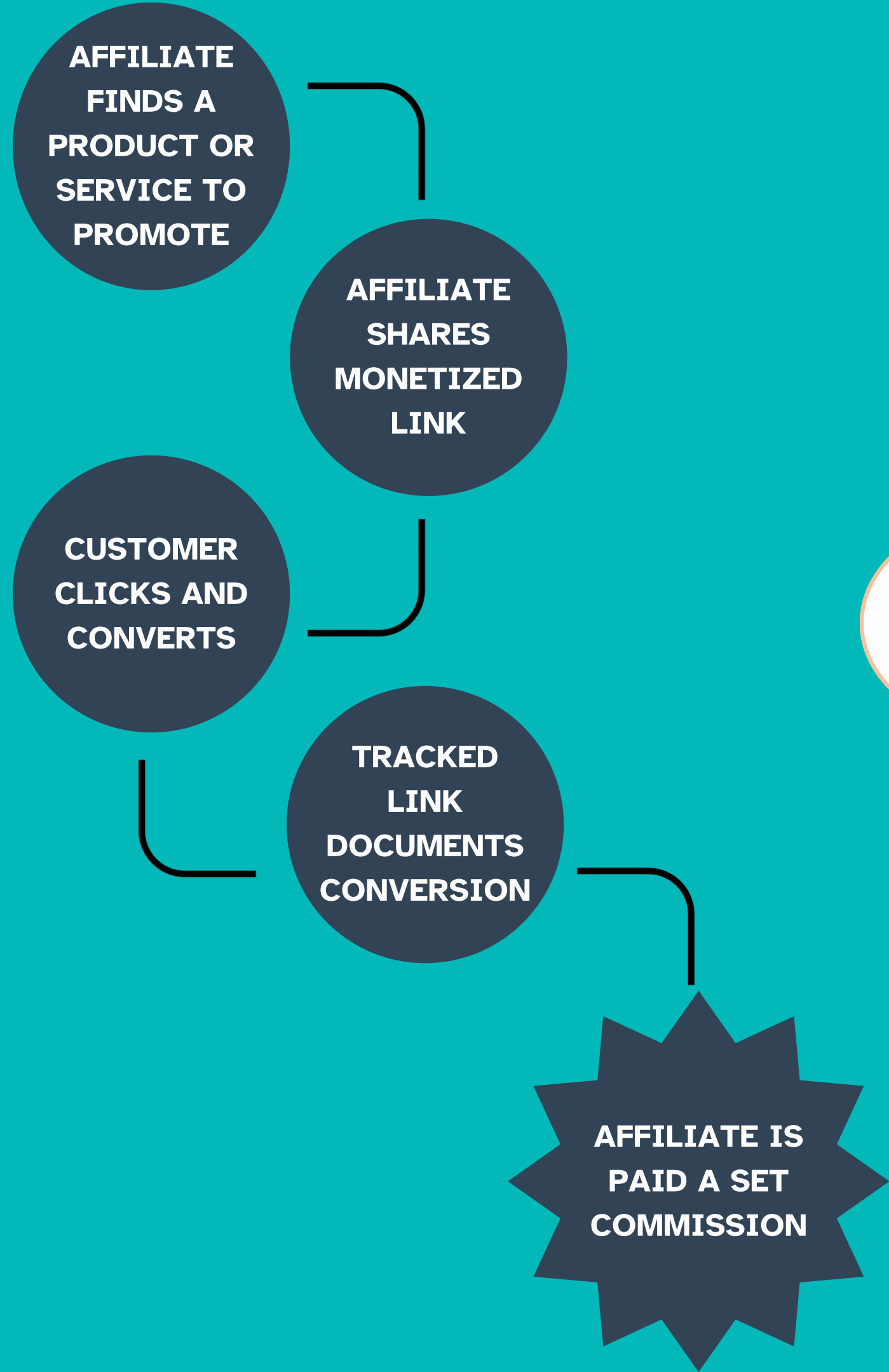
**15+ YEARS ON THE CONTENT AND
CAMPAIGN SIDES OF E-COMMERCE AND
BRAND PARTNERSHIPS FOR B2C BRANDS,
AGENCIES AND MEDIA ORGS.**



DANA HOLMES

P.3

WHAT IS COMMERCE CONTENT?



Promotes products & services that can be purchased online.

Earn you a share of conversions via traceable links.

KPIs

- Sales
- Clicks
- Sign-ups

HOW TO GET STARTED

TEST

Test commerce content by using **Amazon Associates**. ** (Ease+Limited)

SCALE

Sign up with one or more **affiliate networks** (pictured below) platforms to monetize links for targeted commerce brands. ** (Money+Time)

INCREASE REVENUE

Directly contact **individual brands/clients** & set fees.

- Consider the brands, services and products that align with your audience as much as possible to get the best results.
- Be sure they have affiliate network relationship with the same networks you do. **

“81% of brands use affiliate programs to boost brand awareness and drive sales.”-- Authority Hacker



ShareASale
Part of Awin

amazon
associates

pepperjam
A FF PARTNERIZE Company

sovrn

Rakuten

impact

P.5

WHAT IS BRANDED COMMERCE CONTENT?

Promotes a brand's products or services via a piece of content that is specifically produced for a client for an up-front fee.

***and also could generate affiliate revenue*

KPIs

- Brand Authority/Alignment
- Reach
- Views
- Conversions (*clicks/sales*)

SALES
SPEAKS TO A
BRAND
ABOUT FLAT
FEE**

PROPOSAL IS
DRAFTED &
PITCHED

CLIENT
AGREES TO
TERMS &
FEES**

CONTENT IS
PRODUCED &
FEES ARE
COLLECTED

AFFILIATE IS
COMMISSION
IS PAID

BRANDED CONTENT EXAMPLES



BRANDED INSERTS

NOT ALREADY BRANDED
NOT CONFLICTING INTEREST
NOT HIGHLY REGULATED



BRANDED ARTICLES

PRODUCT REVIEWS,
ROUNDUPS, HOW-TOS,
ADVICE, ETC.



SOCIAL CONTENT

IG STORIES, TIKTOK, X,
FACEBOOK POSTS, DARK
POSTS (*DON'T APPEAR ON
YOUR ACCOUNT, BUT YOU
PAY TO PROMOTE IT*)



OTHER CONTENT

ANY OTHER TYPE OF
CONTENT YOU PRODUCE
THAT HAS A BUILT-IN
AUDIENCE

WHAT TO THINK ABOUT



CLIENT-FOCUSED QUESTIONS

1. What are the client's objectives for the campaign? (awareness, share of voice, sales)
2. What is the client's budget and what run dates do they prefer?
3. What types of content will convert best for this type of client? (consider page views, SEO, existing revenue)

AUDIENCE FOCUSED QUESTIONS

1. What topics can serve my audience and align with this brand?
2. What keywords can be used to drive more traffic and land higher on search results pages?
3. Which of the client's products make the most sense to feature? (also consider price, category, rev share)

PRE-PLANNING

DETERMINE CONTENT

List types of content you already produce that could easily incorporate affiliate and flat-fee commerce products and services.

Consider regularly reviewing content plans to identify affiliate, sponsorship and branded content opportunities.

Set fee structures & determine disclaimer/legal guidelines.

IDENTIFY PARTNERS

Identify potential partners and find out what affiliate networks they work with.

Chat with existing branded content clients about incorporating commerce into your work together.

CREATE WORKFLOWS

Determine the steps in your production process.

Who is responsible.

How long each stakeholder needs to reasonably complete the task.

Be prepared to adjust and adapt as you grow.

PROCESS OVERVIEW

TEAM

Start with existing team members.

TIMELINES

Producing a single piece of content doesn't take long, but factoring in client previews and scaling production adds days or even weeks+.

EXAMPLE PRODUCTION PROCESS

1. Client engagement & interest (goals, budget, RFP)
2. Proposal (present options based on content plans, budget and goals)
3. Client signs
4. Production (assigning, creating, editing, preview/approval, publishing)
5. Share live content with client

Q&A

THANK YOU!



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