

Affiliate Marketing Case Study For Evo Hemp



Client Background

Evo Hemp, a company dedicated to providing high-quality hemp products, joined our affiliate marketing services on November 15, 2021. Before engaging our services, Evo Hemp had received **\$20,064.50** in sales and **4,548 clicks** from January 2021 to December 2021.

Objective

To enhance the performance of Evo Hemp's affiliate program by optimizing their existing strategies, introducing new promotional methods, and expanding their affiliate network.

Performance Metrics

Pre-Service

(January 2021 - December 2021)

Sales: \$20,064.50

Clicks: 4,548

Post-Service Year 1

(January 2022 - December 2022)

Sales: \$25,795.47 (+28.5%)

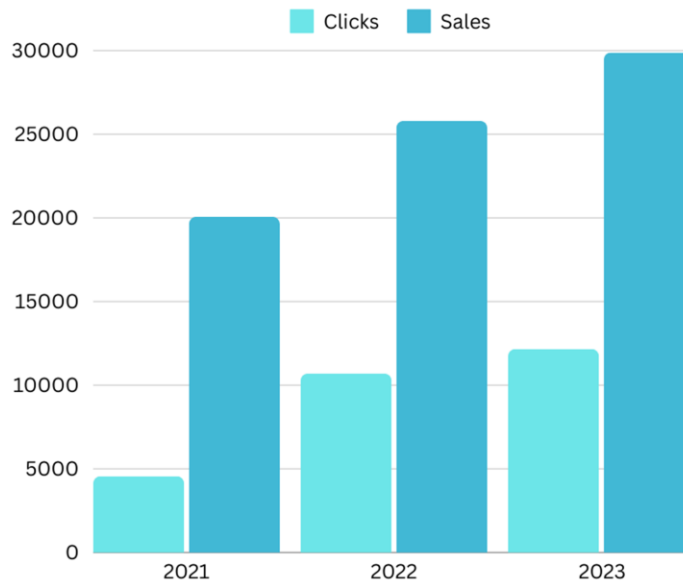
Clicks: 10,691 (+135%)

Post-Service Year 2

(January 2023 - December 2023)

Sales: \$29,883 (+15.85%)

Clicks: 12,155 (13.69%)



Affiliate Growth

2021

Approved Affiliates

185

Declined Affiliates

143

2022

Approved Affiliates

397 (+114%)

Declined Affiliates

205

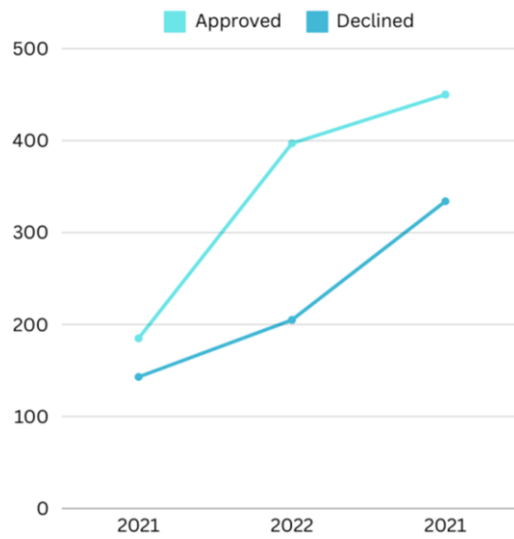
2023

Approved Affiliates

450 (+143%)

Declined Affiliates

334



Key Activities:

1. Account Analysis:

- Conducted a thorough analysis of Evo Hemp's affiliate account to identify gaps and opportunities for improvement.

2. Creative Development:

- Designed new promotional creatives, including static and dynamic banner ads, text links, and product data feeds. The creatives were created based on the top-performing products and trending keywords.
- Developed event-specific banners and promotions for major U.S. holidays (Labor Day, Black Friday, Cyber Monday, Halloween, Christmas, New Year).

3. Affiliate Recruitment:

- Recruited 30 new affiliates weekly through manual outreach and the ShareASale in-house recruitment tool.
- Onboarded new affiliates with exclusive codes to increase exposure.
- Engaged inactive affiliates by understanding their needs and providing custom promotional materials.

4. Influencer and Content Marketing:

- Identified affiliates who could write reviews or create content based on sample products.
- Collaborated with influencers to create reels and stories, featuring exclusive discount codes to drive sales.

5. Communication and Engagement:

- Sent regular newsletters to update affiliates on ongoing offers, promos, and new creatives.
- Implemented event-driven newsletters and automated email alerts based on affiliate activity (e.g., inactivity follow-up emails).

6. Incentive Programs:

- Introduced bonus commission structures to motivate affiliates, including rewards for their first sale and achieving specific sales benchmarks.

7. Program Monitoring:

- Monitored tracking pixels regularly to ensure smooth program operations and promptly addressed any issues.
- Kept a vigilant eye on fraudulent activities to prevent overspending.

Results:

Through these strategic activities, Evo Hemp's affiliate program saw significant growth in sales, clicks, and affiliate participation. The program's success is reflected in the increase in sales, clicks, and the number of active affiliates.

This case study showcases how a well-managed and strategic affiliate marketing approach can lead to substantial growth in a short period. Evo Hemp's success serves as a testament to the effectiveness of our services, providing a strong example for other potential clients in the CBD industry.