



*Maximizing Technology to  
Enhance Affiliate  
Communication: In-Depth*

Michael Taylor, C.P.M.

# Goals?

What would you like to get out of this session?

**My  
Action  
Item List**



# Purpose and Objectives

- Discuss communication options
- Explore technology solutions
- Review implementation issues
- Share workarounds

# Challenges?

- Networking without face-to-face meetings
- Disparate member demographics
  - ❖ ~36% of members started working before the internet was invented
- Less available “eye-time”
- Social networks replace traditional sources
- Information has to be portable
- Affiliate officers have to be “plugged in”

# Web Manager Need to Know

- What ever web site manager must know (handout)
  - ❖ [www.mltweb.com/tools/articles/webmanager.htm](http://www.mltweb.com/tools/articles/webmanager.htm)
- **3. Who is the registered owner and administrator of the domain?**
- **6. Who is our Web site hosting company?**
- **9. What are the services/features we are purchasing?**
- **10. What are the passwords and protocols for updating or changing the service?**
- **16. Where is a current archive copy of the web site and all associated documentation, codes, instructions, etc.**
- **17. Does the affiliate own the web site publishing software or is the web site in simple HTML code where multiple software options are readily available?**
- **18. Is there a configuration document which describes the web site, all of the various components and how they work together?**
- **19. When was the last time someone checked to be sure the web site was secure & PW changed?**

# Web Services you already own

- What services come with your web site that you are not making use of
- Multiple mailboxes
- Mailing list server
- Database
- Blog
- Chatroom



CPRNEL 11

### Find

Find functions quickly by typing here.

### Frequently Accessed Areas

- Default Address
- Forwarders
- Mailing Lists
- Email Accounts
- Change Password

### Stats

Main Domain	<b>ismcb.org</b>
Home Directory	/home/cbadmin
Last login from	66.233.190.27
Disk Space Usage	<input type="text"/> 33.66/∞ MB
Monthly Bandwidth Transfer	<input type="text"/> 1.29/∞ MB
Email Accounts	<input type="text"/> 1/∞
Subdomains	<input type="text"/> 0/∞

### Preferences

- Getting Started Wizard
- Video Tutorials
- Change Password
- Update Contact Info
- Change Style

### Mail

- Email Accounts
- Webmail
- BoxTrapper
- SpamAssassin Spam Assassin™
- Forwarders
- Auto Responders
- Default Address
- Mailing Lists
- User Level Filtering
- Account Level Filtering
- Email Delivery Route
- Import Addresses/Forwarders
- Email Authentication
- MX Entry

### Files

- Backups
- Backup Wizard
- File Manager
- Legacy File Manager
- Web Disk
- Disk Space Usage
- FTP Accounts
- FTP Session Control

Subdomains	0/∞
Parked Domains	0/0
Addon Domains	0/0
Ftp Accounts	0/∞
SQL Databases	0/∞
Mailing Lists	1/∞
Hosting package	undefined
Server Name	cpanel4
cPanel Version	11.24.4-RELEASE
cPanel Build	34960
Theme	x3
Apache version	2.2.11 (Unix)
PHP version	5.2.9
MySQL version	5.0.67-community
Architecture	x86_64
Operating system	Linux
Shared Ip Address	204.10.137.173
Path to sendmail	/usr/sbin/sendmail
Path to PERL	/usr/bin/perl
Kernel version	2.6.9-78.0.8.ELsmp
cPanel Pro	1.0 (RC1)

### Logs

 Latest Visitors
  Bandwidth
  Webalizer
  Webalizer FTP
  Raw Access Logs
  Analog Stats
  Error log

 Choose Log Programs
  Awstats





### Security

 Password Protect Directories
  IP Deny Manager
  SSL/TLS Manager
  SSH/Shell Access
  HotLink Protection
  Leech Protect
  GnuPG Keys

### Domains

 Subdomains
  Addon Domains
  Parked Domains
  Redirects

### Databases

 MySQL Databases
  MySQL Database Wizard
  phpMyAdmin
  Remote MySQL

### Software / Services

 CGI Center
  Site Software
  Perl Modules
  PHP PEAR Packages
  PHP Configuration De Luxe
  Fantastico

Web Studio: Product Lines: 'Web Studio 4.0 Deluxe' - Internet Explorer provided by Dell

http://www.webstudio.com/site/product.asp?dept\_id=200&pf

File Edit View Favorites Tools Help

Links Google Customize Links Unclesam - Google Search MLT MLTWEB Home Page

Search Logins (passcards) Mlt Michael Taylor Save Generate

Business internet radi... Web Studio: Produ...

Home Video Tour 30-Day Trial Products Buy Now Resources My Account Comp

You are logged-out >>> Login | View Cart | Checkout | Order History | Create An A

# Web Studio Store

## Web Studio 4.0 Deluxe

**Product Line Menu**

- Business Site Licenses
- Web Studio Upgrades
- Web Studio 4.0
- Education Site Licenses
- Template & Photo Collections

### Web Studio 4.0 Deluxe

Product Number: SWS40D  
Publisher: Back To The Beach

~~regular price: \$245.00~~  
**sale price: \$169.99**

**add to cart**  
**more info**

Web Studio Deluxe includes: the Web Studio software, printed documentation, program CD, Video tutorial CD, and complete content collection.

**Note: The Deluxe is the exact same software as the Detail version. But you also get the extras**

Internet | Protected Mode: On 100%

# Features

- <http://www.the10besthosts.com/>
- Search for complaints
- Compare Features
- Primary customer and focus
- Help and support
  - ❖ Does someone answer when you ask a question?
- Price should be reasonable
  - ❖ Not selling features – such as e-commerce that you don't plan to use.

# Sample SOW

- ❖ [www.mltweb.com/tools/articles/Affiliate\\_Web\\_Services.doc](http://www.mltweb.com/tools/articles/Affiliate_Web_Services.doc)

- **PURPOSE:**

- ❖ To obtain and maintain a professional and functional web site which serves the needs of affiliate members by providing timely, accurate information and web-based services as identified below.

- **SCOPE:**


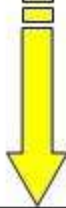

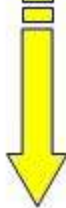


- ❖ Affiliate will procure and maintain control of the affiliate web domain name and provide the contractor with technical access if needed to update the domain DNS pointers.

- **OWNERSHIP:**

- ❖ Affiliate retains all rights and ownership of the logos, data and information used and displayed in the web site. Upon conclusion of this agreement, and/or notice to discontinue the service, contractor will permanently delete the affiliate data and information. Contractor agrees that information about members is personal and private and will maintain control and limit access to such data.

- ❖ Affiliate retains all rights and ownership to the domain name including the right to redirect the DNS pointers to another web host and/or web site without notice to the contractor.

- **SECURITY PLAN AND MUCH MORE.....**

Comparison	Web Site	Cost	Issues
Business Name Incorporated	Domain Name Registration	~ \$10-\$40/year ~ multi-year discounts	<ul style="list-style-type: none"> <li>&gt; Name ownership</li> <li>&gt; Registrar services</li> <li>&gt; Whois public record</li> </ul>
		<p><i>Select Domain Registration Service</i>  <i>Pick a Domain (.ORG, .NET, .COM)</i>  <i>Register the organization name</i></p>	
Yellow Page Directory	Web Hosting Service	~ \$50-\$100/year ~ depends on size and features	<ul style="list-style-type: none"> <li>&gt; Help &amp; Support</li> <li>&gt; Features e.g. mail list</li> <li>&gt; Reliability</li> </ul>
 <p>Graphic Artist</p>	 <p>Web Designer</p>	<p><i>Select a Web Hosting Service</i>  <i>Option &amp; feature packages (start small)</i>  <i>Select a web designer to create web site</i>  <i>Pick a webmaster to coordinate</i>  <i>Can be done by one person</i></p>	
		\$0 -\$1000 /site	<ul style="list-style-type: none"> <li>&gt; Ownership of designs</li> <li>&gt; Timely updates</li> <li>&gt; Value added feedback</li> <li>&gt; Statistics</li> </ul> <p>ML Taylor, C.P.M.</p>

# Terminology

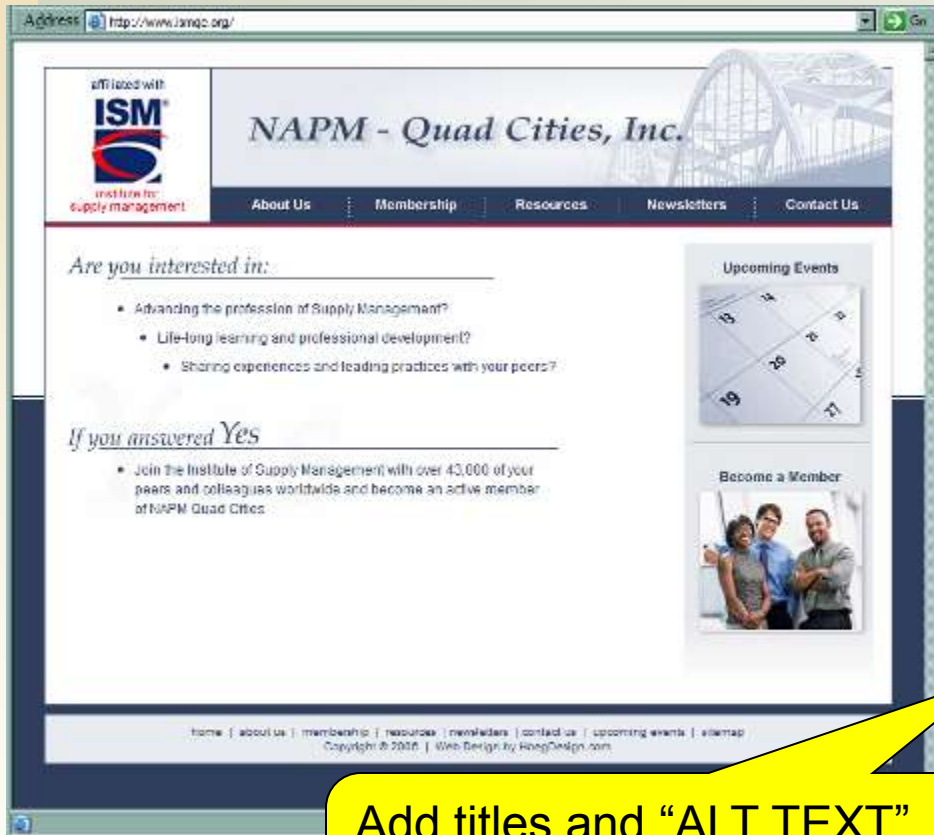
- Click Through
- Email marketing vs Newsletter publishing
- Page Views vs new users
- Deep Linking
- Relevant vs absolute hyperlinks
- Domain ownership vs web hosting

# “Google Awareness”

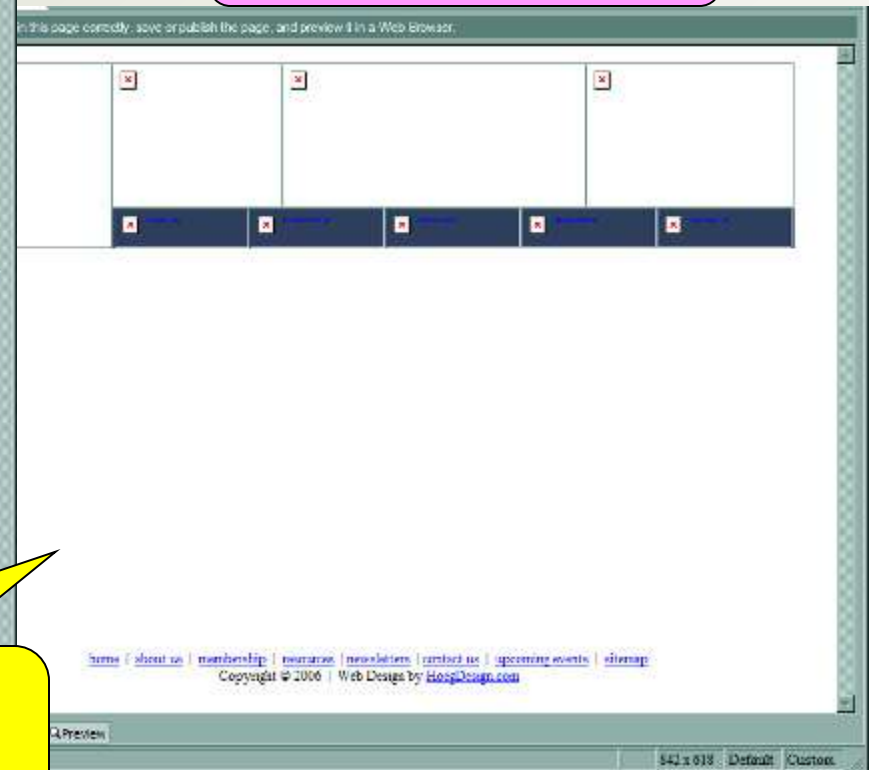
- What do you want people to find?
- What will members be looking for?
- What keywords should be on your site?
- Blacklist and Spam Lists

# Q: How does this page look to a search engine?

**A: Very Blank**



**Add titles and "ALT TEXT" for graphics**



# Finding Solutions

- Effective searches using Google
- Finding solutions
- What are other affiliates using?

One great image can replace 1000 words.  
Be sure to add "ALT-Text" to accommodate non-sighted people and automated search engines

<http://www.ismswscf.org/corpus/index.htm>

Add  
Searchable  
keywords

Include  
"alt" text for  
images



Good Idea!  
web site Contact in footer

Include  
organization  
name in footer



Clickable Icons

*Questions or Comments about this web site contact the Web Master  
Bob Bonnell, C.P.M., MCP  
e-mail: [Bob Bonnell](mailto:Bob.Bonnell)*

# Mistakes – Not to Make

- Not reviewing options
- Making a long-term commitment
- Not spending time to learn the application
  - ❖ Try a group learning session
- Not writing procedures
- Not training backups

*Really  
Hard Copy*

Reporter, BOD, Communication Team



Desktop  
Publishing  
Software

Web Site  
Software

*Hard Copy*

*Web Pages*

Convert  
to  
PDF

*News Archive*

**NAPM Columbia Basin**

*Newsletter Editor Wanted*

*Newsletter Archive*

- April 2007
- March 2007
- February 2007
- December 2006
- November 2006
- September 2006
- August 2006
- May 2006
- March 2006
- February 2006
- January 2006

Because our last Newsletter Editor left town to take a job in California, NAPM-CB is searching for a new editor. We will try to keep this Website up-to-date as much as possible to keep you informed of current events.

Should you have an interest in becoming the next Newsletter Editor, training is available.

**NAPM-CB Buy-Ways**

*Monthly Publication of NAPM-CB*

**March**

**NOTICE THE DATE CHANGE TO MARCH**

**"Pitfalls in the New Year" & "What is going on in Purchasing and Contracting Today?"**



*Email*

Email  
News  
Notice



Service for Email Marketers that Demand the Best!

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- 1 Anticipated
- 2 Relevant
- 3 Value
- 4 Integrated

## The Four Golden Rules of E-Mail Marketing

*from The Four Golden Rules of E-Mail Marketing*

### Rule No. 1: The e-mail must be Anticipated

Why waste time and effort sending e-mails to recipients who don't need what you don't want your products and know nothing about you? We recommend sticking in" e-mail lists to optimize results. Don't have an address list of hot prospects p buy? Not to worry. This can be accomplished in a number of different ways.

You can entice individuals to visit your Web site with special offers to those who Banner ads can also drive people who have an interest in your offers. Of course, materials of any kind should include your Web site. Once there, make it easy fo act, driving your sales.

### Rule No. 2: The e-mail must be Relevant

We recommend that our clients use information they gain about their customers selectively to keep them informed. If you are a jeweler, for example, and one of your customers purchased an anniversary ring for his wife in 2005, your messaging ca this customer of the approaching date and also provide selective information about new jewelry designs and styles that would be perfect for the up-and-coming anniversary.

And many more – mlt

- 5- Easy to use
- 6- Concise
- 7- Useful
- 8- Timely

[Case Studies](#)[SPAM Information](#)[Glossary](#)[Product FAQ](#)[Email Newsletter Hosting](#)[Discussion Group](#)[Hosting](#)[Articles](#)[Billing / Account Information](#)

Many online  
resources are  
available



# Newsletter Best Practices

## Designing for Results

Herb Osher/ COO

**exclusive**  
concepts

**Net Atlantic**  
www.netatlantic.com

# Design Mantra

- Professional – not cute
- Keywords (*images are not searchable*)
- Graphics & images only if adding value
- Value added links–
  - ❖ not everything under the sun (*e.g. not the local weather*)
- You have 5 seconds to capture a reader's interest, so be concise and to the point.
- Test it: Google affiliate name search

[Home](#) » [Customer Examples](#)

Customer Examples

[Share Your Story](#)

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No risk. No obligation.  
No credit card required.

## Customer Examples

See examples of customer email campaigns and read their stories

Here you can see how other organizations—**just like yours**—are using our email templates to create photo-rich, high-impact emails that help them connect with their audience, build relationships and drive their success.

Click on the links to the right to view examples by **organization type**

- » [Associations and Nonprofits](#)
- » [Business and Professional Services](#)
- » [Personal Services](#)
- » [Recreation and Entertainment](#)
- » [Religious Organizations](#)
- » [Restaurants](#)
- » [Retail](#)
- » [Travel and Tourism](#)

### Associations and Nonprofits

[Back to Top](#)

#### Newsletter

Women Employed  
[Read success story](#)



#### Donation Request

CEF Brain Cancer



#### Event Invite

Communities Foundation of Oklahoma Trustees



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Constant  
Contact  
template

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- [New Customer Manager--Salesforce](#)
- [Have you Tried Blogging Yet?](#)

#### Quick Links

- [Looking for a speaker for your next conference or seminar?](#) Desiree is now available to give webinars, speak at conferences and give seminars to your organization. [Read all current topics here.](#)
- [Free Ecommerce Webinar--](#)

## Fall Update '07

November 7, 2007



### Happy Fall!

Fall is one of my favorite times of year. This one is no exception as we've attained record setting revenues in October. November and December are lining up to be just as busy.

A lot of this has to do with some major marketing moves we've made in the past year including starting a [blog](#) last October, offering [free webinars](#), partnering with [Constant Contact](#), opening our new template company [Simply Bella](#) last January and most especially, hiring our first Sales Manager, Russell Fair in July. Whew! We've

# The Don'ts



- Make it too wordy
  - ❖ You have 5 sec., for a viewer to decide if they are going to continue to read before they surf somewhere else.....  
or fall asleep
  - ❖ Limit access to 'sighted' users
  - ❖ Use ADA design guidelines
- Spel badly
- Use a color scheme that won't print
- Overuse graphics and animations
- Play background music or sounds



ISM Chicago, Inc. - Internet Explorer provided by Dell

https://www.ism-chicago.org/index.cfm? Google

File Edit View Favorites Tools Help

Links Google Customize Links Unclesam - Google Search MLT MLTWEB Home Page

RoboForm Search Logins (passcards) Mit Michael Taylor Save Generate

ISM Chicago, Inc.



**institute for supply management**  
**ISM Chicago**

President's Message HOME ABOUT US MEMBERSHIP EDUCATION CONTACT US

### Affiliate News

**Using the new ISM-Chicago web site**  
Our new web site is designed to be a great tool for our membership. You'll find a [...more](#)

### Member Services

- [Join / Renew Membership](#)
- [Review / Update Your Profile](#)
- [Helpful Web Links](#)
- [Job Opportunities](#)
- [Meeting Minutes](#)
- [Member Directory](#)
- [MemberConnect](#)
- [Newsletters And File Archive](#)
- [Online Event Registration](#)

### Chicago Business Barometer™



### Calendar

**April Board Meeting**  
TUE, APR 7, 2009 | [DETAILS](#)

**CPSM Test Review #3**  
TUE, APR 7, 2009 | [DETAILS](#)

**The Changing Face of Supply Management**  
TUE, APR 14, 2009 | [DETAILS](#)

Internet | Protected Mode: On 100%



# National Association of Purchasing Management—Western Washington



## PRESIDENT'S MESSAGE

Welcome!!

Reggie Moyer, C.P.M.



I would like to embrace this opportunity to express what an honor it is to represent you – the 450 plus members of NAPM-Western Washington. Please join me in thanking our devoted board and committee members. These amazing volunteers continue to work towards achieving a variety of ...more



HOME

ABOUT US

MEMBERSHIP

EDUCATION

CONTACT US

## AFFILIATE NEWS

### WHAT MAKES THE DIFFERENCE?

Cynthia Ulrich Tobias on Work Place Diversity - For the six years I worked as a fully-commissioned ...more

### IMPORTANT NEWS ABOUT C.P.M. EXAMS

ISM continues to receive requests from individuals for additional time to complete the C.P.M. ...more

### THE GREEN SUPPLY CHAIN NEEDS AN APOLLO PROGRAM

Earlier this year, congressman and author Jay Inslee spoke to a gathering of Bainbridge Graduate ...more

## MEMBER SERVICES

- [Join / Renew Membership](#)
- [Review / Update Your Profile](#)
- [Helpful Web Links](#)
- [Job Opportunities](#)
- [Meeting Minutes](#)
- [Member Directory](#)
- [Newsletters](#)
- [Specification Library](#)
- [Career Center](#)



## CALENDAR

### April Education Event

Thu, Apr 9, 2009 | [Details](#)

### April South Sound Chapter Event

Tue, Apr 21, 2009 | [Details](#)

### ISM Satellite Seminar

Thu, Apr 23, 2009 | [Details](#)

[ [Show all events](#) ]

# The Web Site as an asset:

The presence of the affiliate on the web is a world-wide publicity tool for the affiliate. It is one of the few ways the affiliate communicates directly with the general public.

Accordingly, the web site, domain name ownership agreement, web hosting contract, publishing software, administrative passwords, publishing procedures, web authoring contract, and web-author training investment are all components of a **very valuable affiliate asset**.

All of the various pieces of this process as implemented by the affiliate need to be managed in a way that preserves the asset for the affiliate independently of any one person. That is the registration records, passwords, update procedures, etc. should all be filed as part of the affiliate record so that the loss of a key individual will not cause the affiliate to lose control of the asset.

# Questions?

- How do you keep your web site free from hackers and virus code?
- How do you keep your web site off of spam blacklists?
- How do you discover, clean and resolve web site malware problems?
- How long does it take to have the site completely cleaned and reinstalled?
- Who has authority /responsibility/awareness to request help or reinstall?

# References

- Constant Contact:  
[www.constantcontact.com/index.jsp](http://www.constantcontact.com/index.jsp)
- Association Runner:  
[www.associationrunner.com/](http://www.associationrunner.com/)
- Chapter Manager [www.newlinear.com](http://www.newlinear.com)
- MSDN - Privacy and Security Guidelines  
<http://msdn.microsoft.com/en-us/library/ms976532.aspx>