

UK Spa & Salon 2021 Partnership Programme



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What is the program? Why

Join the program?

What is AWIN?

How to Sign Up.

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Partnership – Customer Journey.

AWIN Link

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What is the program?



The ESPA UK Spa & Salon program, is a partnership initiative to work in partnership with you and your business.

This initiative was put together in light on the current pandemic, whilst government guidance places restrictions across UK.

This initiative aims to support with the following:

Keeping us all connected.

Brand – Spa Partner – Consumer.

This will allow you to interact, engage and keep connected with your customer. Through social platforms, emails and where available membership portals and app's.

Ability to be able to earn commission through engaging with our customer.

Picking, packing and delivery direct to your customer.

Hassle-free tracking and payment of sales and commission through AWIN portal.

We will work in conjunction with you to look at how we can utilise this program to support the needs of your business.

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Why Join Our Program?

Joining the ESPA partnership programme is quick, easy and rewarding!

Once you have joined the programme you will be able to use your website, blog, social media platforms, emails and app's to send traffic to ESPA through tracked links.

Each sale that is made from these tracked links will earn you commission. Each sale is taken via our website (through your link) and dispatched from our warehouse, to your customer.

We have a dedicated team on hand to offer support to help you make the most of our partnership programme.

Your Business Manager, will also support you throughout the process and assist with ways to ensure we tailor this program to deliver the outcome you are looking for.

We offer partnership newsletters which showcase the best offers and news, we can also supply you with creative to use on your site.



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What is & why use AWIN?



Awin is a global affiliate network.

Made up of 230,000 contributing publishers and 16,500 advertisers.

Awin has over 1000 employees in 15 offices worldwide.

An affiliate network acts as an intermediary between publishers (affiliates) and merchant (in this case ESPA) programs.

It allows websites offering affiliate programs (typically online merchants) to reach a larger audience by promoting their affiliate programs to all the publishers participating in the affiliate network.

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How to Sign Up to AWIN

Within your internet browser, go to <https://www.awin.com/gb/publishers> and then select “Sign-Up”.

You’ll need to complete the below details:

Account Details

This covers your Contact Details, Preferred Settings and Address

Promotional Details

Primary Promotional Region (This is where most of your audience will be located) Promotion Type (Content, Display, Email or Search)

Website/Campaign

Primary Promotion Details (the URL of the website you will be using for promotional activity)

Verification Method

This page enables AWIN to collect £5.00 payment from your for your first sign up. If you have an Invite Code this will waive the sign-up fee (ask a member of the team for invite code).



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Sign Up & connecting as an affiliate



Once you have completed your Sign-Up process, you will need to add your Payment Details.

This can be done by clicking on “Account” and then “Payment Details” within the navigation bar. You will need to fill in your Tax Details and Bank Details.

Within Bank Details you will be asked to select a Payment Threshold –this is the amount of commission you will need to earn before the money will be transferred to your account.

Therefore, selecting the lowest Payment Threshold option is best practice here.

Once you have successfully created your AWIN account, you will need to join the ESPA programme.

You can do this by clicking on “Advertisers” then “Join Programmes” in the navigation bar. If you type ESPA within the “Search Advertisers” box you will find our programme and be prompted to join.

Alternatively, you can speak to a member of the team who can send you a join request!

Partnership Customer Journey

The attached diagram shows the customer journey when engaging with your posts and moving through the partnership program.

Connect - Engage

You communicate with customer through preferred / selected medium.

Engage - Click Through

Customer engages and chooses to 'Click' through using your **link**

Convert - Purchase

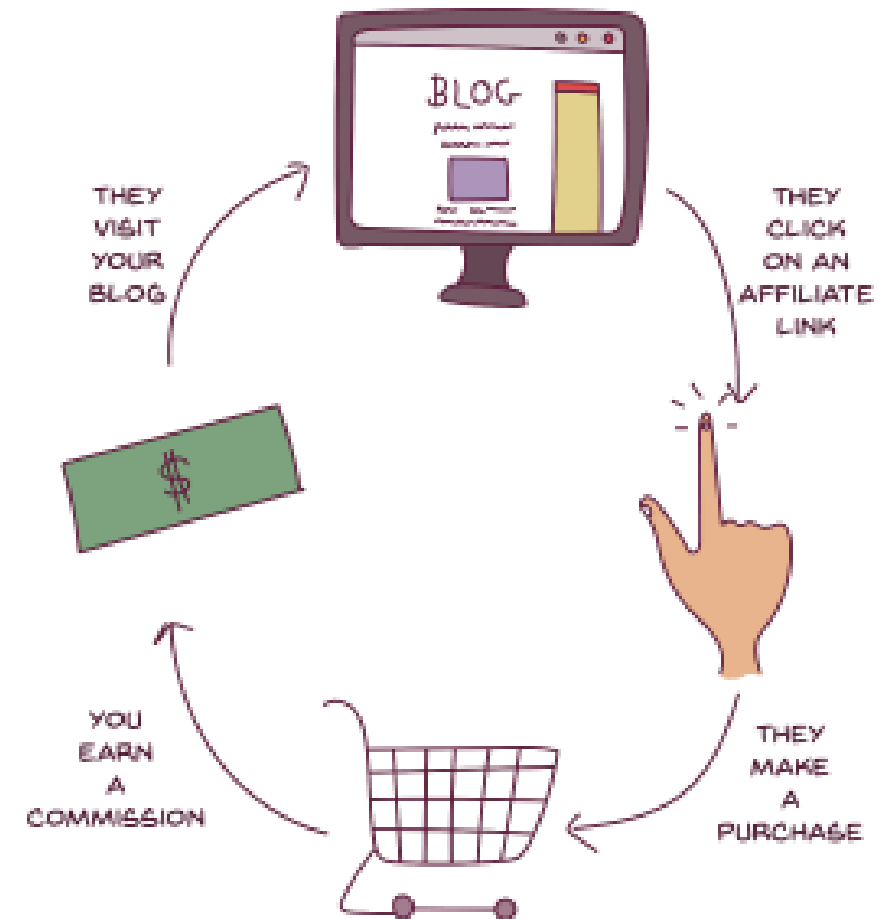
On landing on page – customer may choose to select & purchase product

Purchase – Commission

On purchasing through your link – this will earn commission.
AWIN affiliate network support with giving you visibility.

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Partnership Model



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Where do I find my AWIN link?

You will find your AWIN Link on the acceptance email from AWIN.

Alternatively you can follow the below steps:

Log In to AWIN using your Name and Password

On the top of the home page you will see the tab : Toolbox

In the Toolbox drop down click Link Builder

Select ESPA Skin Care as Advertiser

Your link will appear in the Deep Link box – Copy and Paste this somewhere handy for you to use

If you want a shorter link – just select – Shorten link in the bottom right under the Deep Link Box

The screenshot shows the AWIN Link Builder interface. At the top, there's a navigation bar with 'AWIN' logo and links for Dashboard, Account, Advertisers, Toolbox (highlighted), Advanced, Support, and Reports. Below the navigation bar, the user's name 'Gemma Marshall' and the path 'Slimmingworldxgemma / Toolbox / Link Builder' are displayed. The main heading is 'Link Builder'. A descriptive text states: 'The Link Builder allows you to create deep links to specific product pages, whether or not you are joined to that advertiser. For detailed instructions, please see our [wiki](#).' Below this is the 'Create Deep Link' section. It features a dropdown menu for 'Advertiser' set to 'Joined', a button 'Please select an advertiser', a text input for 'Destination URL', and another text input for 'Click Ref'. A character limit indicator shows '150 character limit / 150 left' with a 'Find out more' link. At the bottom, there are radio buttons for 'Format', with 'URL' selected and 'HTML' unselected.

This screenshot shows the AWIN Link Builder interface after an advertiser has been selected. The 'Advertiser' dropdown is now set to 'ESPA Skincare UK', with a 'Profile' link next to it. The 'Destination URL' and 'Click Ref' text input fields are now active. The character limit indicator remains '150 character limit / 150 left' with a 'Find out more' link. The 'Format' radio buttons still show 'URL' selected. Below the input fields, the section 'Your Deep Link' displays the generated URL: 'https://www.awin1.com/cread.php?awinmid=11310&awinaffid=520847&clickref=&ued='. At the bottom right, it indicates '77 characters' and provides links for 'Shorten Link' and 'Copy Link'.

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Using your AWIN link

Your AWIN Link is how sales are tracked and recorded back to your account so that commission can be paid to you each time one of your clients make a purchase on the ESPA Website

Therefore it is important that you share the link or direct people to shop via the link each time you post about products etc.

You can share your link in several ways

- Text
- Email
- Website
- Facebook
- Instagram – on Instagram links can only be shared in your Bio
 - your Bio is your ‘about you’ section at the top of your page – here you will need to edit profile – and paste the link in the website section. If posting on Instagram feed or stories refer to your link, Example – Click the link in our Bio / Top of the Instagram page to purchase





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Optimising Partnership Program

Social media uses an algorithm.

This means each time you post, only a small proportion of your followers see your posts.

This is done by social platform managers to control spamming.

With this in mind if you are only posting your AWIN link once it is likely many of your clients will have missed the information and won't shop using your link.

To combat this

- o Each time you make a product related post, finish by adding something such as – 'shop via this link' or 'Click the link to make your purchase.'

- o When posting on Instagram posts always refer back to 'Click the link in our Bio to shop' or 'find out more' or 'make a purchase.'

- o Maintain social engagement.

The more often you are active on social media the more your posts beat the algorithm and are seen by a larger proportion of your followers.

- o The more active you are also the more engaged your followers will be with you.

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Optimising Partnership Program - Continued



Create personality in your posts

- Ask questions in the content.
- Create posts that your clients enjoy whether this is your best-selling products.
- How to look after your skin at home.
- How to create a world of calm with Home fragrance or bath and body.
- How to achieve the perfect tan etc. We know that plain marketing posts such as brand images weather that be ESPA or Business do not perform as well as lifestyle posts or video content.
- Create polls – ask what your clients would like to see, read or learn to enable you to create content that you know they will enjoy.

Be brave

- Your clients will welcome seeing you and your team on social media.
- Create little videos or live feeds on Instagram and Facebook. (You can find ideas for these on the ESPA You Tube) Please also create content around your own strengths within your business.
- Ask your clients to share photos of their favourite product, routine, tips – this will not only give you additional content but by getting people involved it gives you a listening audience. For example, you may want to have a competition for the best face mask application and take the opportunity to discuss Face Masks etc

At all times

- Each time you do have activity, refer to the link. If you don't you may lose the opportunity of making that sale.

Final Top Tips

- You may wish to offer a bounce back offer, to support your reopening plans.
 - Ask your clients when purchasing via the link to send you their order confirmation.
 - You could offer a £5 bounce back in to ESPA treatments.
 - It may be that you have additional GWP on site that you are able to allocate to clients shopping via the link to collect when they are able.
- Even better you could look at a bounce back offer, to bring back this client and a friend for re-opening pamper or event.

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Optimising Partnership Program - Continued



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Optimising ESPA Activity

To optimise the activity around ESPA campaigns

- Reshare Videos, Posts in your own tone of voice
- Ensure that you are aware of the most up to date offers and new product launches and share that information as soon as you can, so your clients see it from you first * with your AWIN link
- Post on your social media, send a brief text to clients with updates and if in relation to specific offers send out a round up email – Example for offers or promotional activity as it is nearing the end send out a – last few days / last chance email recapping your social activity or campaign focus to drive the additional sales.



The purpose of each platform:



Twitter:

News platform
Retweet news r.e. ingredients, trends
Short snippets of information
Links to articles/products
See what is trending in your area



Instagram/IG Stories:

Aesthetic feed
Engage with audience
Encourage people to tag you in UGC
See people's experiences of spas/products
Create polls/Q&As/interactive tours



Facebook:

Option for longer posts to share link sets
Tends to be an older following
Highest revenue driver



Pinterest:

Visual google shopping
Idyllic lifestyle
Create mood boards which link to sites/products

ESPA Pages:

@ESPASkincare

@espaskincare

ESPA Skincare

ESPA Skincare

#ESPASkincare

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Tips:



Twitter:

Keep updating your pinned tweet on your profile.
Use hashtags.



Instagram/IG Stories:

Tag the owner/spa/brand as this means your post will appear on their tagged page and often brands will reshare UGC (User Generated Content)

Social giveaways/competitions are a quick way to boost following and engagement.

Ask questions in captions to get your audience talking.

If you are not sure about a post, you can archive it (found here). If you change your mind, you can unarchive the photo and it slots back into place in your feed where it originally sat.



Facebook:

Create customer profiles so you know what kind of person follows you on each channel.

Facebook algorithm prioritises highly engaged content in people's feeds so think of this when creating your captions. Make them longer than Instagram with a CTA to shop or a question to answer.



Pinterest:

Create themed boards months before a launch/event so it has time to rank.



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AWIN Tracking Links

A tracking link (also called an affiliate deeplink) is a unique link which allows AWIN to track any referred traffic that you generate for ESPA.

Through this affiliate deeplink, AWIN are able to identify whether the traffic that you sent to ESPA makes a purchase, and if so, the system then calculates the amount of commission that should be rewarded to you for that successful sale.

AWIN have developed a useful link building tool, this enables you to quickly and easily create trackable affiliate links, meaning that it's even easier to start monetising your site and tracking your referred traffic activity to ESPA.



1. Log into your AWIN account, go to “Toolbox” and click “Link Builder”.
2. Choose ESPA from the advertiser drop down list.
3. The destination URL should be the page you want to direct customers to, e.g. the homepage or product page. You'll need to copy and paste this in the “Destination URL” box.
4. Your deeplink is created for you in the “Your Deep Link” box.
5. This link is now ready for you to use within your content!

Please note that this link includes your own unique affiliate id, which means we can identify any sales you have influenced. You'll be able to see your ID within the link “awinaffilid=XXXXX”

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Payment Information

AWIN allows for a 30 day period for validations (to allow time for cancellations or returns)

Following this 30 day period ESPA has 2 payment runs every month:
1st and **16th** of the month.

These are the dates that commission will be paid into your account.* To

find out how much commission you are owed, you can look in the
Payment Overview report.

This will show you when your next payment is due, your cleared commissions and your confirmed commissions.*

**It is really important that you have completed the Payment Details section explained in the previous slide –without doing this you won't be paid your commission!*



