New Affiliate Guide

Welcome to CyberLink Affiliate Program and congratulations on becoming a CyberLink affiliate. We are pleased to have your participation to help with our future sales and promotion. To facilitate your marketing and sales preparation, we have put together this short beginner's guide to help you make those vital first sales.

First Step:

Please take a look at our website: http://www.cyberlink.com where you will find the latest promotions, updates and news. This will help you get familiar with our product.

Please make sure you have fully read and understood our terms and conditions. Failure to comply with any of terms of the agreement will result in automatic exclusion from our program. A summary of our paid search guidelines can be found in the introductory email.

Following are our best selling products across all markets: Visit our store for full product

PowerDVD – World's No.1 Movie & Media Player

With support for all media types including video, audio and photographic content, PowerDVD is your all-purpose entertainment station. Enjoy media on PC, mobile devices, home networks, from the cloud, and even social networks. Learn more

| **365** | **Ultra** | **Pro** | **Standard** |

PowerDirector – Fast & Flexible Video Editing

PowerDirector lets you realize your creative ideas, turning them into artworks you'll really want to share. Packed with editing features, and creative tools that allow for precise editing without the steep learning curve. Easy to follow point of use tutorials allow anyone to quickly learn new editing techniques or use tools you might not be familiar with. So whether your next project is a holiday video, wedding compilation or capturing a family event, you'll be able to create something truly outstanding. Learn more

| **Director Suite 365** | **PowerDirector365** | **Ultra** | **PowerDirector + PhotoDirector** |

![CyberLink logo]

Media Suite – The Most Complete Collection of Award-Winning Multimedia Software

With CyberLink Media Suite, you have a complete set of software that will meet all your digital needs, at one great value price. Featuring CyberLink's collection of multi-award winning software, plus powerful mobile apps, Media Suite truly is the most complete multimedia software collection. Learn more
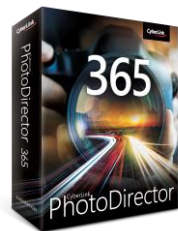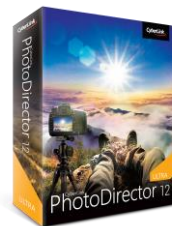
Media Suite Ultimate   **Media Suite Ultra**

PhotoDirector – Complete Photo ADJUSTMENT & DESIGN

PhotoDirector offers an extreme blend of features that goes far beyond what you would normally expect to find in photography software. Simplified photo management tools combine with powerfully easy-to-use yet sophisticated adjustment and editing options that offer a complete, end-to-end photo editing and management solution. Learn more
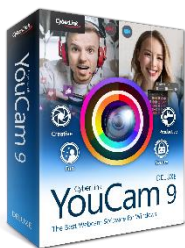
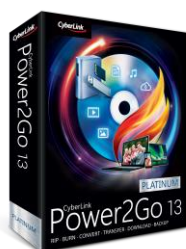**PhotoDirector 365**   **PhotoDirector Ultra**   **Editing Combo**

YouCam – The Complete Live Video Studio for Your Webcam

Take full advantage of your webcam with the functionality of a complete live video studio. YouCam integrates seamlessly into your favorite video chat apps like Skype & U, as well as Facebook & YouTube Live broadcasting services. Apply real-time skin enhancements to ensure that you always look great online or use one of over 200 fun effects for video chats and recordings.

With an array of offline video and photo editing and correction tools you'll be ready to transform the way you chat, broadcast, and stream online with YouCam. Learn more

Power2Go– RIP. BURN. CONVERT. TRANSFER. DOWNLOAD. BACKUP

Power2Go is a unified software solution that offers end-to-end functionality for all burning, backup and conversion needs. Incorporating an advanced

disc burning engine with a military-grade encryption algorithm, Power2Go delivers fast and efficient media burning for an exceptionally wide range of disc formats. [Learn more](#)

Making the first sales

Some affiliates go through a stage where they struggle to make even one sale. Affiliates that are constantly trying and testing new methods, tweaking and improving what they have already and keeping ahead of the game are going to do better than affiliates who stick to one game plan and don't look to make improvements or adjustments to it.

Getting the basics down first

If you don't have some form of pre-qualified traffic, then it's going to be an uphill struggle converting a browser into a buyer. There are many ways to pre-qualify traffic and give you better odds for making affiliate sales. Examples include: Pay Per Click Advertising, SEO, E-newsletters etc.

An example of a highly qualified traffic site would be a technology blog discussing the latest software to be released by leading companies together with reviews, offers and specifications. The visitors to the site come through the main funnels of the search engines via natural and paid listings. A lot of affiliates will fail because they don't have qualified traffic, and therefore the chances of converting people with little to no interest in buying software products are slimmer.

Simple but effective design

Much emphasis has been placed recently on creating websites which are not only clean and simple in design without bombarding the visitors with too much visualization, but are also fast loading. In order to succeed in affiliate marketing, websites should marry speed with simple aesthetics. A clean and fast-loading template should always be selected against a flashy, cumbersome and heavy loading site. For many affiliates a CMS (Content Management System) is preferred, as they can update the site with fresh content and the latest offers.

Make regular updates to your site

The best performing affiliate sites are the ones that keep their content updated and fresh. This includes updating the site with the latest promotions and offers, and keeps in sync with the advertisers' promotional calendar. The best way of making sure your website is up-to-date is to ensure you are receiving our communications, and nothing is going straight through to your spam folder. It is advisable to regularly check the CyberLink official website to find out the latest news and ensure you are promoting the right products at the right time in line with our promotional events.

Also, it's worth checking frequently for any broken links, as there's nothing more frustrating than when someone goes to click on a button, image, video or text link only to find it doesn't work. There's plenty of free and paid tools that can help you check for broken links across a range of sites.

Do something original

Recycling the same content from other affiliate sites is never as effective as creating your own unique content. We therefore urge all of our affiliates to write information about our products with their own spin. A site with unique, relevant content is likely to rank better than a website that uses content duplicated everywhere else. You're also likely to improve your conversion rates if you offer your readers something useful and informative such as an opinion or walk-thru, rather than something rehashed. The same applies for the type of site you run, we find sites that offer something a bit different such as coupon sites, pure review sites, price comparison engines etc. tend to perform better than generic affiliate websites.

And finally…….

Test out a range of factors that affect conversion rates, such as: product positioning on the websites, colors and styles, product messaging and so forth. Only through testing and making improvements will you be able to make more in affiliate commissions.

We know success will come soon.

Please feel free to email us anytime at affiliatemanager@cyberlink.com if you need assistance from CyberLink, we're more than happy to help.

Sincerely yours,

CyberLink Affiliate Program Team

E-mail: affiliatemanager@cyberlink.com

Website: www.cyberlink.com