

All Inclusive Marketing Introduces First Customizable In-House Affiliate Management Training Service for Internet Retailers

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February 3, 2012 (FPRC) -- All Inclusive Marketing (AIM) is pleased to announce the launch of its sister company, Affiliate Management Trainers (AMT) – a new consulting firm created to fill the need for professional and personalized affiliate management training for internet retailers around the world. Available virtually or in-person, expert trainers provide tailored one-on-one guidance to merchants ranging from teaching fundamentals and refining program strategy to growing an affiliate manager's skill set to effectively plan, launch and manage a profitable program in-house.

Kicking off with a collection of leading affiliate managers, the team offers over 35 years of industry experience and proven track records of building successful affiliate programs for a variety of clients. Pinnacle Award winner Matt McWilliams, ABestWeb forum moderator Ron Bechdolt, HootSuite affiliate team lead Jaxon Lam, and parenting vertical expert Karrine McFarlane join AMT co-founders Sarah and Iain Bundy, Certified Affiliate Managers and influential industry professionals, in launching this initiative.

Available by phone, Skype, video conference, webinar, or in person, trainers will spend one-on-one time with a company's affiliate manager or executive team to develop a competitive and successful affiliate marketing program that meets company goals and stands out in this fast growing performance marketing channel. For a full list of services click here.

Furthermore, Sarah V Bundy, CEO of Affiliate Management Trainers (AMT) announced their participation as a featured speaker at the upcoming Online Marketing Summit, the industry's premier digital marketing event. Produced by UBM TechWeb, this event will take place at the Hilton San Diego Bayfront in San Diego, February 6-10, 2012. For more information visit: <http://www.onlinemarketingsummit.com/>.

Ms Bundy will be leading a Workshop at 8:30am on February 6th called: Ecommerce Affiliate Marketing for Merchants 101. This workshop will outline all the most essential elements of how to plan, launch and run a successful affiliate marketing program for merchants. It addresses the major issues faced by new merchants coming into the space, as well as industry best practices for communicating with affiliates, negotiating placement of affiliate sites, recruiting "super affiliates" and much more. If you can't attend the summit visit <http://www.affiliatemanagementtrainers.com> for more information.

Kim Salvino, Head of Publishers for buy.at US agrees "There is a huge need for highly skilled and experienced affiliate managers guiding in-house program managers and executives in the right direction. If this service was available to me when I was first getting started, I would have saved so much time and increased our sales revenue much faster than trying to figure it out on my own."

Sarah Bundy, Co-Founder and CEO of AMT explains "We're here to help merchants better understand the role and responsibilities of their affiliate program and teach them what it takes to be

successful in the affiliate marketing world. Our training and consulting is completely customized to meet their needs and reach their target audience. We help merchants develop a solid affiliate strategy that ranges from positioning themselves in the marketplace and choosing competitive commission payouts to helping identify the tools they need to make their program successful.”

The AMT model is designed to educate in-house affiliate managers and ultimately advance the affiliate marketing industry as a whole. Visit affiliatemanagementtrainers.com to learn more.

About Affiliate Management Trainers

Affiliate Management Trainers (AMT) was created to fill the need for professional and personalized affiliate management training for internet retailers around the world. Our team of leading affiliate managers offers over 35 years of industry experience and proven track records of building successful affiliate programs for clients of all sizes. Whether your company is new to the affiliate channel or looking for a fresh perspective, this hand selected group of professionals can teach you the fundamentals, refine your strategy, and grow your skill set to develop a successful in-house affiliate marketing program that produces solid results.

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