

L IX Affiliate Marketing Strategy

Target 40k New Accounts

Target Community College System:

I. The Environment

- A. Placing job ads are generally free
- B. Students most likely to need part-time work and extra income
- C. Demographic is young and online media friendly and highly social
- D. Actively buy and sell items, goods, and services
- E. Very close living conditions: dorms, Fraternities, Sororities etc.

II. The Job

- A. It is a simple "Word of Mouth" referral
- B. Takes up almost no time or effort except "a suggestion" - maybe a demonstration
- C. simple work - simple "pay"

III. Advantages for the student

- A. The more referrals - the more free months of use of the site - plus extra income

IV. L IX Pay Off

Here is the math: 50 State Strategy

Avg. 20 community colleges per state (50 x 20 = 1,000)

Avg. 40 new accounts per college (40 x 1,000 = 40,000) new accounts

Revenue - 40,000 x \$10.99 = \$439,600 in initial income

Commission payout- (only occurs when accounts bill +/- \$21.98) payout commission - \$10.00

{ payout / 40,000 x \$10.00 = \$400,000 - total billing on Payout / 40,000 x \$21.98 = \$879,200 }

cost of customer acquisition \$400,000 / retained income \$479,200 / profit est. 80% of retained income-

\$383,360 net income on 40 sign ups per campus and 2 months of billing-

50 states / 20 colleges per state with a placed L IX - Job listing for affiliate marketing associate

Note:

If every account canceled after initial sign-up we keep the original income with no commission payout- still with an 80% net profit.

If every account canceled after billing 2 months and we pay the \$10.00 commission, we make 100% on the cost of the account acquisition - still with an 80% net profit.

With this strategy, we are always in the black financially and if it takes off the sky is the limit!