



The UK's first personal affiliate scheme

Is Google Evil.....?

- Google on average takes 75% of an agent's commission in click costs
- The Google Algorithm distorts competition.
$$\text{Bid} \times \text{CTR} \times \text{Page Relevancy} = \text{Position.}$$
- Burning your way to the top requires you to lose money
- Are Major Brands protected ?

However, Google is also very good.....!

- Key Volume driver. Can not be ignored
- Company review being pushed by Google Instant
- Company review scores now in PPC adverts

Quality of service will soon be a key algorithm

Is there anything “Beyond Search”


- Social media is now a mature sector.
- Traditional advertising methods are not effective.
- Personal recommendations work.
- Why should customers bother?
- Share and Earn needed to be simple and other rewards



How does it work


Earn cash back with holidaynights

Initial e-mail sent to database



Dear Mr. Endacott

Earn cash back from the Share & Earn Scheme with **holidaynights**
right holiday. right price.



On average Google charge us £25 to advertise our holidays... we want to bypass this and give the money to you instead.
You can go straight to your Facebook and Twitter, start spreading the word and earning yourself cash back.

You can view and manage your earnings here, sign up today [Sign up now](#) >>

You can also go straight to your Facebook and Twitter, start spreading the word and earning yourself cash back.

Your unique code:
<http://bit.ly/afybli>

This code is unique to you and if anyone clicks on it and makes a booking we will know this because of you and we can reward you with cash!

holidaynights
the accommodation only specialist

share&earn 
it pays to have friends

Sign up page



On average Google charge us £25 to advertise our holidays... we want to bypass this and give the money to you instead. You can go straight to your Facebook and Twitter start spreading the word and earning yourself cash back.

Already a member? [Sign In](#)



La Caseta Apartments

The Destiny Apartments are situated in Marmaris, Turkey, 2.2 km to the resort centre, 2.4 km to the beach and 100km to Dalaman Airport. The hotel has an 82% customer rating.



Hotel Deloix

Check out the Hotel Deloix in Benidorm- 4* Luxury from £21 pppn and a 82% Customer rating.



Broncemer Beach Apartments

Try the 4* Broncemer Beach Apartments in Fuerteventura- Caleta de Fuste. From only £10.57 pppn!



TRH Torrenova

The TRH Torrenova in Palma Nova from only £8.24 pppn is a great place to spend your family holiday. Close enough to Magaluf if you fancied a night out as well!



Oriental Resort

The 5* All Inclusive Oriental Resort in Sharm el Sheikh starts from only £37.81 and with a 98% customer rating what have you got to lose?



Laguna Park 2

The Popular Laguna Park 2 apartments in Playa de las Americas, Tenerife start from only £11.75 pppn! Great for families



Vistamar Aparthotel

Vistamar Aparthotel in Benalmadena, Costa del Sol from only £19.04 pppn. This 4* hotel has a great rating of 80%, great location right in the centre!



Hotel Deloix

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[Become a Member Now](#)

Start Earning -- Choose Network

[Home](#)

[Earn More](#)

[My Earnings](#)

[My Referrals](#)

[Auto Post](#)

[Special Offer](#)

Your referral link

<http://bit.ly/icf5QG>



Simply share this link on any of these networks to start earning cash back

Welcome,

Recommend Us or Share Special Offers and earn cash rewards

How it works?

1. Choose your network and click on "Recommend Us" or "Share Special Offers" button
2. Login to your selected network and share the "Promotional Text" to your contacts i.e.



Either tweet on your wall or send direct message to your followers.



Connect with Facebook and allow publishing of posts directly on your wall.



Import your contacts from your preferred email address book and choose contacts to share.

Choose Network to Earn

- eMail
- facebook
- twitter


[Recommend Us](#)

[Share Special Offers](#)


Start referring us to your friends, family and networks to earn cash rewards

One click to post!

Normal email shots extended to allow posting by customers





Dear sophie.manning,

Another offer from...  *right holiday. right price.*

Please find below our latest offer, available only to our members. You can share this offer now on your Facebook and Twitter. Remember you can get up to £25 per booking made so what are you waiting for?

Please note that bookings under £250 will be rewarded with 5% of the booking and anything over will be £25

	The 5* Kipriotis Resort on the Greek island of Kos in Psalidi is a great All Inclusive hotel. Enjoy the hotels beautiful surrounds and luxurious building from only £22.30 pppn. http://rumbi.do/v38g00
	Apartments Santa Rosa are located in the heart of the beautiful Costa Teguse in Lanzarote. These apartments are great for self catering with prices starting from £13.34 pppn.. http://rumbi.do/6i5g00

Facebook:



Sophie Manning
Kipriotis Resort | Psalidi | Holiday Nights
rumbi.do
Read all about the Kipriotis Resort located in Psalidi. A fantastic place to stay for holiday. Read hotel reviews, customer reviews, expert reviews and browse a gallery of images. Click here to see it all!

21 seconds ago · Like · Comment · Share

Twitter:



sophermanning21 Sophie Manning
5* Kipriotis Resort in Psalidi £22.30 pppn for AI
<http://rumbi.do/v38g00>
now

Dear Mr.Endacott



Congratulations!

We are pleased to inform you that one of your referrals has earned you **£25!**

Referrals Converted

Shoppers Name	Purchase Date	Earning
Mr Rajeev Kumar	5th July 2010	£25.00
Mr Nikhil Jain	5th July 2010	£25.00

So how have we done?

Since August 2010 we have had:

- 168 Bookings generated from Share&Earn
- 4,127 Active Users

We are expecting a lot more in 2011

Being launched this month.....

Where have you been?

Been somewhere recently you'd recommend?

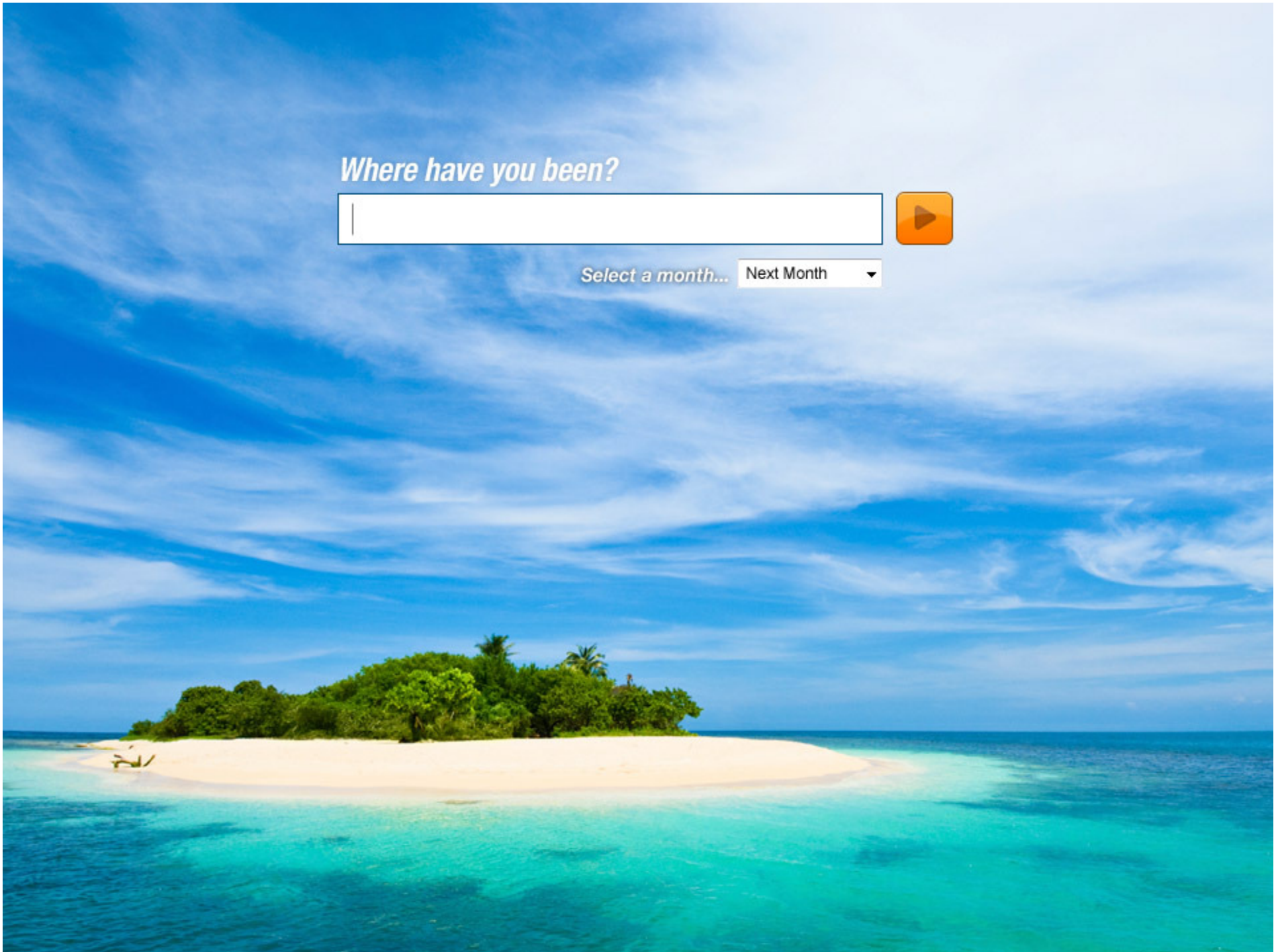
Then click here to find great hotels in places you've been!

- The new functionality for Share&Earn in which customers can search for hotels to recommend in places they've been.
- Customers can chose a destination they have been to and are given 2 results which they can share to their Facebook and Twitter friends.
- This enables customers to chose the offers they wish to recommend!

Where have you been?



Select a month... Next Month ▼




Results Page

it pays to have friendsSign Out


Next 2 monthsBack to share&eam

Search result for Balearics,Majorca,All Resorts

TOP CHOICES by Mr.Cheap & Mrs.Nice



CHEAPEST



Gabarda Hotel ★★☆☆☆☆


Situated in Palma Nova around 350m away from the beach. In the immediate surroundings guests will find the shopping with its selection of shops, bars and restaurants, pubs and discos, which are all part of the area's vibrant nightlife. It is a basic but comfortable hotel which is very popular with

[More...](#)

£8.82 pppn on Jun 01 2011 for 7 night duration

Average Customer Rating **66%** 55 reviews

[Share this on Facebook](#)
[Tweet This](#)



TOP RATED



Hipotels Hipocampo Palace ★★★★★


At the 5-star Hipotels Hipocampo Palace you can enjoy the Mediterranean sun before a refreshing dip in the huge outdoor swimming pool. You can also choose to relax on the fine, white sands of Cala Millor's nearby beach, surrounded by pine trees just 150 metres from the hotel.

£70.04 pppn on Jun 01 2011 for 7 night duration

Average Customer Rating **90%** 270 reviews

[Share this on Facebook](#)
[Tweet This](#)

Other top rated hotels...



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Extending the scheme....

- Tourist Boards
- Formalising use as customer retention scheme
- UK trips earn cash for holidays.
- Incentivising returning customers to post reviews
- Business Travel within small businesses