

AA offers digital partnerships

The Automobile Association (AA) has launched an Affiliate Programme that invites online partners to generate revenue by rewarding affiliates with a commission payment for every new member the AA acquires through their channel. This online initiative aims to expanding the membership base and bring in new business.

Affiliates will be supplied with a range of banners and links which they can place on their site, which in turn link directly to the AA's website where potential customers can retrieve information on the benefits of membership and choose which option is best suited to them.

"2010 has seen the launch of the brand into the digital space, offering members to ability to apply for or renew membership online. The strategy, coupled with the launch of a Facebook and Twitter account, has seen online membership sales increase by 200% and has been hugely beneficial to the brand," says Evan Lockhart-Barker, divisional manager for strategic marketing and product at the AA.

Affiliate membership is open to members and non-members alike. For more information go to www.aa.co.za.

For more, visit: <https://www.bizcommunity.com>