



DollarDays Achieves Sales Growth Through Its Affiliate Marketing Program; Online Presence Expanded Through Partnership with The JAR Group

Affiliate marketing is a powerful tool for expanding a company's online presence. DollarDays, an online retailer of goods to small retailers, achieved significant sales growth, increased traffic and heightened brand awareness with their affiliate marketing campaign as managed by The JAR Group.

Brooklyn, NY ([PRWEB](#)) June 4, 2009 -- The JAR Group ([thejargroup.com](#)) announces the initial results of its affiliate management efforts on behalf of DollarDays International, Inc. ([dollardays.com](#)). DollarDays is an online wholesaler of goods to small retailers. Through its participation in this affiliate marketing campaign, DollarDays has realized significant online sales increases, and its case study was recently featured on the site of the top-tier affiliate network, LinkShare.

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As Marc Joseph, President of DollarDays and author of 'Secrets of Retailing: How to Beat Wal-Mart,' summarizes it, "Even though we have been selling online for over eight years, we were completely blown away by our affiliate marketing success. The increased traffic and heightened brand awareness we achieved with our affiliate offering are truly amazing."

A.J. Lawrence, president and founder of The JAR Group added, "I value our firm's relationship with DollarDays and am very excited, not only about its stellar 66% affiliate sales growth these past few months, but also the 80% search engine traffic growth our SEO team was able to achieve over the past 10 months. We look forward to continuing as their Search Engine Marketing partner and providing the DollarDays team with the tools needed to succeed in this difficult economic climate."

About The JAR Group

The JAR Group, an interactive marketing agency, helps companies understand online behaviors and drive increased revenue. The JAR Group starts every engagement by listening to and learning their clients' business objectives and then devising a winning strategy that takes advantage of all online marketing possibilities. The strategy is then executed with precise, measurable tactics to fit each client's objectives.

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