

Online Marketing Agency The JAR Group Nominated for OPM Agency of the Year

June 16, 2010



JAR Group

New York, NY (RPR) 06/16/10 — Online Marketing Agency The JAR Group Nominated for OPM Agency of the Year

The JAR Group, a New York internet marketing agency, has been nominated for the LinkShare Golden Link Outsourced Program Management Agency of the Year

award. This honor will be awarded to an Outsource Program Manager who does an outstanding job in managing an affiliate marketing program within the LinkShare network during the 8th Annual LinkShare Golden Link Awards, to be held on June 22, 2010 in New York City.

The Golden Link Awards ceremony will bring together more than 400 Advertisers, Publishers, Outsourced Program Managers and Agencies to celebrate great industry leaders and innovators. The JAR group was nominated for Outsourced Program Management Agency of the Year due to the success of their [outsource affiliate management services](#), which were launched in June 2009. With an overarching goal to create value for clients using their deep understanding of interactive marketing, The JAR Group has built and grown their outsourced affiliate management services through an integrated strategy that combines highly personalized communications, internal team building, and external company relations with top tier publishers.

Within a year of launching the outsourced affiliate program management offering, The JAR Group grew their affiliate client base from 0 to 11 and announced the opening of a second office location in New Jersey due to the fast growth of the affiliate business. The JAR Group is also expanding their international outsourced program management services, as they currently manage 5 clients' affiliate programs that are either solely focused on the international market or serve both US and International customers.

The JAR Group's CEO, [A.J. Lawrence](#), said of the nomination, "We're very excited to be able to expand our affiliate team and continue to provide value for existing and new clients. To be nominated for the OPM Agency of the Year, in our first year offering Outsourced Program Management services, is a great honor. All who were nominated have performed extremely well across the LinkShare network, and we are proud to have our name amongst the terrific nominees."

Also nominated in the LinkShare Golden Link Awards is The JAR Group's client, [DollarDays](#), a wholesaler and closeout company that helps small businesses compete against larger enterprises. DollarDays is in the running for the Innovative Advertiser of the Year award, which will be given to the advertiser that has used unique initiatives to facilitate new partnerships, increase sales, and generate exceptional ROI. The JAR Group manages the Dollar Days affiliate program and has worked during the past year to increase their online presence and revenue through the affiliate channel along with SEO and Social Media efforts.

[Donna McCarthy](#), Director of Performance Management, leads The JAR Group affiliate team, and is also a recipient of numerous LinkShare honors and awards including the Best Overall Distribution Strategy and Best Overall Communications Strategy finalist.

To inquire about how The JAR Group's affiliate marketing team can help build, optimize, or manage your affiliate program, contact info@thejargroup.com or call 646.290.8659.

About The JAR Group:

The JAR Group is an interactive marketing agency that helps companies understand online behavior to drive value through increased traffic, sales, and revenue. The JAR Group starts every engagement by learning its clients' business objectives and researching its competitive space before devising a comprehensive strategy that is then executed with precise, measurable tactics to fit a client's targeted goals. The JAR Group offers a full suite of [online marketing services](#) including SEO, digital advertising, market research, affiliate program management, analytics reporting, and social media marketing.

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About the author:

The JAR Group delivers interactive marketing strategy and **services** to help you increase revenues. We help you understand your target audience's online behavior, then recommend and implement the tactics that will increase your visibility among key customers, drive qualified traffic to your site, improve conversions, and ultimately, drive sales.

<http://www.thejargroup.com/>

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