

Bigmouthmedia awards £1000 to affiliate blogger

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Affiliate marketing agency bigmouthmedia announces Jason Dale and One Little Duck as the winner of the B.A.B.E. Award.

The bigmouthmedia affiliate blogging excellence award (the B.A.B.E. award) was founded as a way to highlight the importance of the affiliate community within the United Kingdom and to reward those who contribute the most to it.

Affiliate marketing (http://www.bigmouthmedia.com/products_services/affiliate-marketing/) is most productive and effective when affiliates are empowered to contribute significantly and safely to merchant sales. Successful affiliates are rewarded with commission on sales, leads and actions but bigmouthmedia launched the blog competition to extend the reward structure to those affiliates who help others.

Jason Dale's One Little Duck (<http://www.onelittleduck.co.uk/>) blog was first nominated by the affiliate community – receiving nominations through the affiliate agency's voting form and mentions on Twitter - and then selected as the final winner by bigmouthmedia's judges.

"One Little Duck is a great blog," said Jen Brain, senior affiliate manager at bigmouthmedia, "We thought Jason provided useful reading for affiliates of every level. The blog is community focused and integrates with Affiliates 4 U's 'back me' voting system for individual blog posts, MyBlogLog from Yahoo, the ShareThis widget and sports a good collection of recommended Wordpress plugins."

On winning the award, Jason Dale said: "I'm still in shock but I am very pleased and truly honoured that One Little Duck has been chosen as the B.A.B.E Award winner, especially as there are many high quality UK affiliate bloggers. Thanks to the judges and nominators, as well as to everyone who reads One Little Duck. A big thanks also to bigmouthmedia for the awards initiative. I hope it will become an annual event and that more affiliates are encouraged to share their experiences with others via their own blogs".

The competition allowed affiliates to step up for nomination by talking about the award on Twitter. Bigmouthmedia recorded several hundred tweets and retweets about the competition as affiliates spread the news.

About bigmouthmedia (<http://www.bigmouthmedia.com/>)

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search engine optimisation (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/), PPC, Online Media Planning, affiliate marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news to ensure clients are fully informed and aware of all industry developments.

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