

10 Sizzling Tips For Affiliates

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1. Create an infopacked mini site. Build your mini site for a specific niche audience and then choose affiliate programs specifically for that niche audience.

2. Test and track your ads and promotions for your affiliate programs.

Tracking and testing your ads will show you exactly which ads, promotions and affiliate programs pay off the most for you and are excellent choices for you to continue to promote.

3. Publish an ezine.

Your ezine will give you a powerful way to promote your affiliate programs to your subscribers.

Choose affiliate programs that relate to the content of your ezine and that make it worth your while to promote them.

4. Promote your affiliate programs by recommending their products.

You could recommend your affiliate programs to your ezine subscribers in your publisher's note or you could create a recommended resources section where you promote your affiliate programs in every issue.

You could also recommend your affiliate programs to your visitors by creating a recommended affiliate programs section where you list your favorite affiliate programs along with descriptions of their products or services.

In addition, you could create a best affiliate programs section that helps you build up your second tier by listing the affiliate programs that have paid off the most for you.

5. Write product reviews where you detail the benefits you like about your affiliate program's product.

Make your product reviews honest and hype free and post them on your site along with your other articles.

6. Write your own ads for your affiliate program.

A good way to create your ads is to look at the ad copy on the site of the business you want to promote and also ads they provide for their affiliates to use, and use their unique selling proposition or USP to write your ads.

Their unique selling proposition is a unique benefit that they promote in their ad copy that their competitors don't stress or offer to their visitors.

It could be that their product saves lots of time, is easy to understand, that their product is a complete answer to a problem, or it could involve their price.

Some businesses develop more than one USP so you'll be able to choose the one that you think works best in getting more targeted visitors to their site.

7. Try out the support of the companies you want to promote by asking questions.

This will help you to find out how long it takes them to respond to emails (if they respond to emails) and how professional they are.

8. Create freebies that promote your affiliate programs.

You could offer your visitors a free email course, an ebook filled with your tips or articles or an ebook that provides your visitors with places to promote their businesses.

When creating freebies for an affiliate program that is 2 tier, increase your profits by letting your affiliates in your second tier use your freebies as a promotional item.

9. Create a directory.

Your directory could be an article, ezine, ebook or affiliate program directory.

List your own resources within your directory to increase your commissions. For example, you could add your own affiliate programs to your affiliate programs directory or your ebooks to your ebook directory.

Add a what's new section to your directory to garner more repeat traffic from your visitors.

You could also provide a tutorial on the subject of your directory, or add things to your directory that your visitors can use on a regular basis to get more repeat traffic.

10. Run ezine ads for your affiliate programs.

You could purchase sponsor, feature, classified or solo ads for your affiliate program.

Choose ezines with subscribers targeted to be interested in the products of the business you want to promote.

Run your ads for multiple issues in a row when possible to maximize the profit you get from your ads.

You can also run f~ree ads in ezines as many ezines offer f~ree advertising on a weekly, monthly or per issue basis to get more new subscriptions.

Running f~ree ads can help you find out which ads work best, and which ezines are most responsive before you purchase ezine advertising.

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