

# *Affiliate Marketing*

## Strategies for Success

By

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# *Affiliate Marketing* Strategies for Success



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## Introduction

*Part 1 of 9*

Affiliate marketing in general is an easy concept. We will look at traditional affiliate marketing, then work our way to modern and tactical ways of improving sales by the end of this eBook.

So be encouraged **not to jump into anything** until you have read the entire eBook. Particularly, since the concluding remarks and links will make **much more sense** afterwards.

But first!

We begin by asking the question "What is an affiliate?"

An affiliate is simply...

Someone that comes alongside a business and offers to advertise their products for a commission.

## *Affiliate Marketing* Strategies for Success



An affiliate is basically a sales person who adequately spends their time getting the word out to others for a perceived profit.

This works great for startup companies with little capital or little experience in marketing.

It also works because many people advertise for free or paid ads on various platforms.

"The more the merrier" as they would say.

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The task of affiliates is to find the right place to market the product.

You may choose websites, videos, Facebook, paid ads, Instagram, Pinterest, ezines, Craig's List, and thousands of different places.

In the interest of making profits an affiliate will find as many opportunities to place free or paid ads as possible within their budget.

The trick is to find the right product, the right commission margin, and the right advertising space.

The goal is to get as many people as possible to see the offer and for you to make profits.

After many years of reflection and involvement in affiliate marketing it is imperative to understand a few things.

First, not all products are worthy of your time.

Second, it's possible many of your ads or websites may not even be seen by anyone. Never rely solely upon a website to get traffic.

Third, not all ads get clicked.

This is important to know because a paid ad may not yield results any better than a free ad if it doesn't get enough eyeballs viewing it.

Or if the offer isn't appealing enough.

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Having good ad copy and colorful ads are just a couple of things to consider.

Another point to remember is that creating your own affiliate product may not be the solution to more profits.

In fact, many affiliates make way more money by advertising products listed from other vendors.

Creating a product such as an eBook is great for writers that have knowledge pertaining to a certain field of interest and who want to share that with others.



But not everyone is a writer, and not everyone is a website designer.

Not everyone knows how to write ads, or create banners, or sales letters, or email swipes, or create complete funnels, and the list goes on.

In fact, creating your own product will be a lot of work and you may find yourself hiring others to do what you cannot. If you have a budget for all of that, then go ahead.

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Make it the best product you can and hopefully you will get enough affiliates to make many profitable sales. But, for the rest of you...

You may purchase PLR (Publicly Licensed Rights) eBooks and Videos which are free to use as is, copy, edit, give away as a free report, or combine into a new eBook or video thereby making you an expert on the subject, without fear of plagiarism.

The one drawback is many of these free eBooks or videos are already outdated, so you have to be careful that what you present or re-write is usable and current, otherwise the refunds will be high.

Being an affiliate frees your time to advertise. You can still hire people for certain tasks such as logos, banners, and ad copy but at first, I would do all that I can simply by using what the vendor has already provided to you.

Your task is to advertise in front of the right eyeballs and give them only two choices.

Leave...

Or fill in the form so they can see the free report, visit the sales page, buy the eBook, or watch that sales video leading to the end product.



Sign up

Choose one of the following sign-up methods

Twitter Facebook Google+

Or sign up using your email address

User

Email

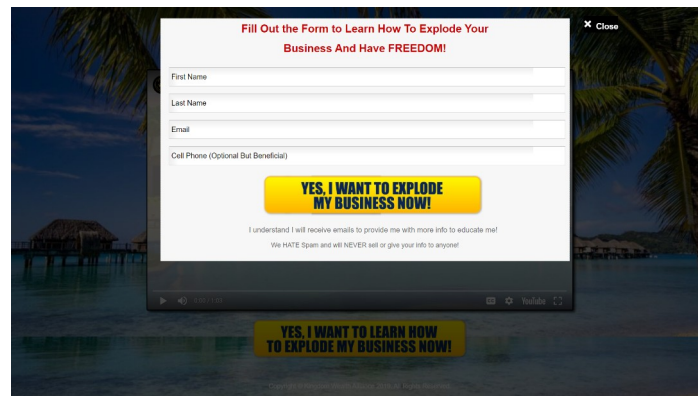
Password

Create My Account

# Affiliate Marketing Strategies for Success

That's it!

As an affiliate it is also your job to get that email address so that you can continue the process of marketing new offers to your newly created email list.



This is done through a Lead Page or Splash Page that is part of a funnel.

That Lead Page is merely a one-page form that is in between the ad and the affiliate offer your inviting people to see – like the ones above.

The better it looks, the more appealing the offer, the more likely it will get clicked.

This is a brief and simplistic overview of affiliate marketing.

Let's take a more in-depth view in part two.

## Three Strategies Affiliate Marketers Need to Survive Online

### Part 2 of 9

Every affiliate marketer is always looking for the successful market that gives the biggest paycheck.

Sometimes they think there is a magic formula that is readily available for them.

Actually, it is more complicated than that.

We use good marketing practices that have been proven over years of hard work and dedication.

There are tactics that have worked before with online marketing and are continuing to work in the online affiliate marketing world of today.

There are also new twists that we will learn more about later.

With these top three marketing tactics, you will be able to able to increase your sales and survive in affiliate marketing online.

### What are These Three Strategies?

**1. Using unique web pages to promote each separate product you are marketing.**

Yes, it is still good to have a domain name if you want a website or a good funnel system.

The name should closely reflect the product so that the viewer easily puts it together in their mind.



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<https://buy.ketodiet> or <https://ketodiet.net> .org .ca .info will make more sense for marketing a keto diet than <https://health.com> because it's too broad. Plus, good luck getting a one-word domain these days unless you have deep pockets!

It is best to have a unique website focusing on each individual product and nothing more.

These days the actual name of the site does matter as much because search engines focus more on the words and content.

Do not lump several products all together on a website just to save money on web hosting.

Otherwise, you will have a link farm with too many choices and people will just leave. People can only absorb in their minds so much at once and if given too many choices they opt out.

Just think of going to a restaurant but you're in a hurry; you sit down and the server brings you a large menu with several pages. Wow, so many choices? You think you have never been here before, and you don't know what's good or what to order.



You wait for the server to return because you just want to relax in spite of your hurry, and not have to think too much.

She finally comes back and you quickly ask “What’s your special”? She replies “There is no special”.

Now you more frustrated and you want to leave but the hunger gets the best of you so you make a quick choice, but you're not really happy about it. And, you probably won't return simply because your mood was affected.

But if she does give you an option you respond impatiently “Yeah, I'll take that please.” When it arrives you don't like what you see or taste.

Are you satisfied? Nope. You settled for something you really didn't care for because you were in a hurry, and there were simply too many choices.

Many people online are busy, distracted and in a hurry. If you give them too many choices they click away.

**It's just too overwhelming.**

***So, Avoid Link Farms!***

In addition, it's always a good idea to include product reviews on the website so visitors will have an initial understanding of what the product can do for those that buy it.

If a person is looking for a keto diet, then all information and videos should be focused on that subject and nothing else.

Most people hate it when someone gives you a link to sign up for something and you have no idea what it's all about.

Give them something so they can make up their own mind if they even want to bother clicking that link or not.

Cleverly disguising the offer really does not work. People get offended when tricked or manipulated into something.

Also include testimonials from users who have already tried the product. People buy from people they know or trust. So, take the time to find a few people that will actually use the product.

As an example, this eBook was given to a few people for FREE to get feedback and a testimonial. Maybe I missed something? Maybe there were grammar and spelling mistakes? Maybe I did not communicate it effectively? Maybe I missed a very important topic?

Be sure that these customers are more than willing to allow you to use their names and photos on the site of the specific product you are marketing before you use them.

You can also write articles highlighting the uses of the product and include them on the website as an additional page.

Make the pages attractive and compelling, and include calls to act upon the information.

Each headline should attract the readers to read more, maybe even to contact you to learn more.

Highlight your special points. This will help your readers to learn what the page is about and motivate them want to find out more.



## 2. Offer free reports to your readers.

If possible, position them at the very top side of your page so they simply cannot be missed.

Try to create or copy and paste 7 to 21 autoresponder messages that will be emailed to those who input their personal information into your sign-up form.

According to research, a sale is closed usually on the seventh contact with a prospect. So, I normally do at least 14 days to ensure the likelihood will be greater in my favor.

Only two things can possibly happen on the landing page:

- a) close the sale or
- b) the prospect leaves the page and possibly never returns.

By placing useful information into their email at certain specified periods, you will remind them of the product they thought they might want later. And you just might thereby close the sale!

Offer a reduced price if they buy today or within so many hours.

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Technically, the buyer must also perceive the value is in fact higher and they must get it today for the reduced price if they really want it.

Some clever programs can indeed increase the price later to previous visitors if they fail to accept it today.

Be sure that the content is directed toward specific reasons to buy the product.

Do not make it sound like a sales pitch. Focus on important points like how your product can make life in general easier and more enjoyable.

Include compelling subject lines in the email.

As much as possible, avoid using the word “free” because there are spam filters that dump those kinds of content into the junk folder before anyone sees them.

Convince those who signed up for your free reports that they will be missing something big if they do not avail themselves of your products and services.



### 3. Get the kind of traffic that is targeted to your product.

Just think, if the person who visited your website has no interest whatsoever in what you are offering, they will be among those who move on and never come back.

Write articles for publication in e-zines and e-reports.

This way you can locate publications that are focusing on your target customers and what you have written might just grab their interest. When they visit your offer, it will already be of interest, effectively closing the sale.

Try to write a minimum of 2 articles per week, with at least 300 to 600 words.

By continuously writing and maintaining these articles you can generate thousands of targeted readers to your site in a day.

Always remember that only 1 out of 100 people are likely to buy your product or get your services.

If you can generate as much as 1,000 targeted hits for your website in a day, that means you can make 10 sales based on the average statistic.

The tactics given above are not really very difficult to do, if you think about it. They just require a little time and an action plan on your part.

Try to use these tips for several affiliate marketing programs at once to leverage your sales.

You can end up generating a good source of income and surviving in this business. Not all marketers could boast about this.

Besides, think of the huge paychecks you will be receiving!

## How To Become a Super Affiliate in Niche Markets

### Part 3 of 9

We will use web hosting merely as an example, but it extends to many niches and even micro niches that can be found by using keyword tools.

Over the past few years, web hosting has grown bigger than it once was.

With more companies getting into this business and finding the many benefits it can give them, the demand for web hosting has never been higher. That still seems to be a trend for today.

As of Sep 12, 2022, there are over 1.98 billion websites online.

And to think, a majority of those sites will be offering affiliate programs for people to choose and participate in.



This only means one thing. It is easier now to find the right web host for your application. The possibility of quality web hosting companies separating themselves from the rest of the industry is anticipated.

If this is done, the unprofessional and incompetent ones will suffer.

Support will be the number one consideration for people when choosing a web host.

It will be obvious that traditional advertising will become less and less effective.

Most people would rather opt for the web host based on things that they see and hear.

They will choose based on the recommendations by those who have tried them and have proven to be a successful.

This is a great opportunity for web hosting affiliates and resellers alike.

Customers will likely choose a host that already has sites similar to the one they want to create.

This group of customers forms a 'niche' which then attracts more customers that fit that niche.

How does one become a successful affiliate in the niche markets using web hosting?

If you think about it, everyone who needs a website needs a web hosting company to host it for them.

Usually, they get it from the ones that have already purchased web hosting services and simply redistribute them as affiliates.

With so many web hosts offering affiliate programs, how do you find the one which you think will work best for you?

First, you should find a web host that works well for you. You don't want to promote a service that will fail your followers.



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If you have been with one host for quite some time and seem not to be making much despite all your effort, leave that one and look for another.

There is no use in trying to stick to one when you would be better off in another one.

If you are quite happy and satisfied with your web host, see if they are offering an affiliate program you can participate in.

Instead of you paying them, why not make it the other way around; them paying you. The process can be as easy as putting a small “powered by” or “hosted by” link at the bottom of your page and you are immediately in an affiliate business.

Why pay for your web hosting when you do not have to? Try to get paid by letting people know you like your web host.

Always remember that when choosing a web host, choose the one that is known for its fantastic customer support.

There are also many hosting affiliate programs.

Residual affiliate programs are also being hosted. This is the program wherein you get paid a percentage every month for a client that you refer.

This can allow you to have a steady source of income. With perseverance, you can even be quite successful in this field.

There are a lot of niche markets out there just waiting for the right affiliate to penetrate into and make the financial dream come true.

Knowing which one to get into is being confident enough of your potential and the good results you will be getting.

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Web hosting is just one affiliate market you could try out and make some residual income.



Just remember that to be successful in your endeavor, time, effort and patience are needed.

Nobody has invented the perfect affiliate market yet.

But some people do know how to make it big in this kind of market. It is just knowing your market and enjoying the earnings to validate it.

## So Many Affiliate Programs! Which One Do I Choose?

Ask yourself some important questions before you join an affiliate program.

Do a little research about the program that you intend to join.

Get some answers because they will be the deciding point of what you will be achieving later on.

Will it cost you anything to join? Most affiliate programs being offered today are absolutely free of charge.

So don't settle for those that charge you before joining.

When do they issue the commission checks? Every program is different.



Some issue payments once a month, some do so every quarter, etc. Select the one that is best suited to your payment time choices.

Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

What is the hit per sale ratio?

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This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics.

This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

How are referrals from an affiliate's site tracked and how long do they remain in the system?



You need to be confident the program will track those people you refer from your site. If you become an affiliate on a larger Network this is all included.

This is the only way that you can get credit for a sale.

The period of time that those people stay in the system is also important.

This is because some visitors do not buy initially but may want to return later to make the purchase. If your link is only valid for sixty days and they come back 90 days later, you advertised on behalf of the vendor for nothing. So, follow up emails are extremely important.

What are the kinds of affiliate stats available?

Affiliate rate	20%
Total Earnings	\$750
Total Paid	\$680
Balance	\$70
Visits	3080

They should be available online anytime you decide to check them out. Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site.

Impressions are the number of times the banner or text link was viewed by a visitor of your site. The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

Is the affiliate a one-tier or two-tier program?

A single tier program pays you only for the business you yourself have generated.

A two-tier program pays you for the business, plus it also pays you a commission on the sales generated by any affiliate you sponsor in your program.

Some two-tier programs are even paying small fees on each new affiliate you sponsor.

More like a recruitment fee. (This is more MLM style).

Lastly, what is the amount of commission being paid?

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20% - 75% is normal and in some cases even 100% on the first purchase is the commission paid by most programs.

These are just some of the questions that should be answered before you enter into an affiliate program.

A good JV (Joint Venture) offer will provide these details on the affiliate page like this one below.

The image shows a screenshot of an affiliate program landing page for 'Expire'. The page has a dark blue background with a subtle pattern. At the top, there is a navigation bar with the 'Expire' logo on the left and links for 'Get Links', 'Install Pixels', 'Email Swipes', 'Images', and a 'Contact Us' button on the right. The main content area features three white boxes, each with a '#1' ranking and a bold heading. The first box is titled 'For Commissions' and states 'Earn 85% Revshare On Entire Funnel!' with a sub-point 'The Biggest Payouts In The Health Vertical, Ever!'. The second box is titled 'For Earnings Per Click!' and states 'Enjoy Huge \$3.00-\$5.50 EPCs' with a sub-point 'Get The Most Out Of Your Traffic With Amazing EPCs!'. The third box is titled 'For Conversions' and states 'Get Insane Conversions On All Traffic' with a sub-point 'Guaranteed By The Proven Masters Of Direct Response'. At the bottom left, there is a quote: 'Expire is a game-changer. It just set a new standard in the health niche, converting like'. At the bottom right, there is a green box with the text 'Key Facts'.

You ought to be familiar with these important aspects that your chosen program should have before incorporating them into your website.

Notice the links in the header on the photo above. Get Links, Install Pixels (tracking), Email Swipes, Images. This vendor has taken the time to provide all that is necessary. All you need to do is get the word out.

Some people like statistics while others like myself do not want to get bogged down into intricate details.

If you join a platform that hosts many affiliate businesses you will see how many clicks and sales you get within the back office.

Let's take a look at what type of affiliate programs to join in part four.

## What Strategies Affiliate Marketers Should Pay Attention To

### Part 4 of 9

Perhaps you have heard of pyramid schemes?

Some modern MLM and networking groups fall under that category and are technically not affiliate programs because there is an ongoing need to recruit new people.

A true affiliate is selling a product and they are not in the business of recruiting people to recruit more and more people.

Basically, this kind of market does not have a real worthy product and you do not want to be associated with these schemes. Otherwise, you will exhaust yourself from constant recruiting.

It is obvious you want to be with a program that offers high quality products that you will readily endorse.

Any business must have a usable and refundable product to be legal.

The growing number of affiliates that are succeeding immensely is proof enough that there are reliable and quality affiliate programs out there.

### **Why participate in an affiliate program?**

It allows you to work part-time.

It gives you the opportunity to build a generous residual income.

It allows you to offer far more products than you could possibly create yourself.

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Affiliate programs have already created many millionaires. Perhaps you're next?

They are the living testimony of how hard work, continuous prospecting, motivating and training others can pay off.

If you are deciding to join an affiliate program, you must ensure that you are getting into something that you are capable of doing.

### **How do you choose a good affiliate program to promote?**

Here are some tips you may want to look over before choosing one:

1. Find a program that you're interested in. One of the best ways of knowing if that is the kind of program you wish to promote is if you are interested in purchasing the product yourself. If that is the case, chances are, there are many others who are also interested in the same program or products.
2. Look for a product that is of high quality. For instance, look for one that is associated with many experts in that particular industry. This way, you are assured of the standard of the product you will be joining into.



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3. Join the ones that offer real and viable products. How do you know this? Do some initial research. If possible, track down some of the members and customers to give you testimonials on the credibility of the program.
4. The program is catering to a growing target market. This will ensure you that there will be more and continuous demands for your referrals. Make inquiries. There are forums and discussions you can participate in to get good and reliable feedback.
5. A program with a compensation plan that pays out a residual income and a payout of 50% or more would be a great choice. There are many programs offering this kind of compensation. Do not waste your time with programs that do not reward substantially for your efforts.
6. Be aware of the minimum quotas that you must fulfill or sales target that is too hard to achieve. Some affiliate programs impose prerequisites before you get your commissions. Just be sure that you are capable of attaining their requirements.
7. Select one that has plenty of tools and resources that can help you grow the business in the shortest possible time. Not all affiliate programs have this capacity. Prewritten email swipes, banners, logos and such, demonstrate that the vendor has a good product.
8. Check to see if the program has a proven system that can allow you to check your sales and compensation. This is usually provided within a back office, which should be simple to use and correctly functioning.
9. The program should offer strong incentives for members to renew their membership. The affiliate program that provides continuous

help and upgrades for its products has the tendency to retain its members. These things can assure the growth of your network.

10. Be aware of the things that members are not happy about in a program.

One way to discover these facts is to check discussion forums. People are often brutally honest about problems in these forums, but they are also quick to praise.

If you know someone in a particular affiliate program, there is no harm asking if there are any downsides of being involved.

Try to gain a thorough and intensive knowledge about the affiliate program and network you will be promoting.

Knowing the kind of program, you are getting yourself into will help you anticipate and prevent any future problems.

Don't be blinded by emotions over the amount of money to be made. No money is made until a sale takes place and you might not have the ability or funds to generate a sale in a particular niche whereas you will succeed in others.

Let's see how to make those sales.

## The Strategic Use of PPC In Your Affiliate Business

### Part 5 of 9

PPC or Pay-Per-Click is one of the most cost-effective ways of targeted internet advertising.

Most people cringe at the idea of paying for ads but believe me you will pay one or the other. If you want sales, you must find advertising that produces results.

Free advertising seldom works. Social blocks ads. You will spend hours and hours posting ads with little results while driving all your friends away.

Let us take a quick look at how PPC Search Engines work.

These engines create listings and rate them based on a bid amount the website owner is willing to pay for each click from that search engine. Advertisers bid against each other to receive higher ranking for a specific keyword or phrase.



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The highest bidder for a certain keyword or phrase will then have the site ranked as number one in the PPC Search Engines.

Followed by the second and third highest bidder, up to the lowest bidder that has placed a bid on the same keyword or phrase.

Your ads then will appear prominently on the results based upon the dollar amount bid you will agree to pay per click.

Below is an enlarged screenshot taken October 13<sup>th</sup>, 2022 from Google. All the ads that appear here are done with Pay Per Click monetization based upon who will pay the highest price to be seen at the top of the page.

Obviously, Shopify has the highest bid it pays for them to do so. They have deep pockets so they are able to do this.

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The image shows a Google search interface for the query "affiliate marketing". The search results page displays approximately 356,000,000 results in 0.52 seconds. The top results are sponsored ads from Shopify, GetApp, Rakuten Advertising, and GRIN. The first ad from Shopify is titled "Affiliate Marketing - Get Started" and describes a dropshipping business on Shopify. The second ad from GetApp is titled "Top 10 Affiliate Programs - See a Free List of Programs". The third ad from Rakuten Advertising is titled "Ranked #1 Affiliate Network - Voted #1 Affiliate Network". The fourth ad from GRIN is titled "Affiliate Marketing Platform - Early Access Affiliate Program". Below the ads, there is a definition of affiliate marketing: "Affiliate marketing is a process where publishers earn a commission by promoting a product or service made by another retailer or advertiser using an affiliate link. The affiliate partner is rewarded a payout for providing a specific result to the retailer or advertiser. Typically, the result is a sale." The date "Jan 20, 2022" is shown. At the bottom, there is a link to a Shopify blog post titled "What Is Affiliate Marketing? A 2022 Guide To Getting Started".

How do you make money by using PPC in your affiliate marketing business?

Most affiliate programs only pay when a sale is made or a lead delivered after a visitor has clicked through to your site.

Your earnings will not always be the same, as they will be dependent on the web site content and the traffic market.

The reason you should incorporate PPC into your affiliate marketing program is that earnings are easier to make than in any other kind of affiliate program not using PPC.

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This way, you will be making profits based upon the clickthrough's that your visitor will make on the advertiser's site.

Unlike some programs, you are not paid per sale or action.

PPC can be very resourceful of your website, but it may cost a lot up front so your sales copy and offer better be good. Expect not to make much of your profit on your first sale, but through repeat or new sales later.

With PPC Search Engines incorporated into your affiliate program, you will be able to profit from the visitors who are not interested in your own products or services.

The same ones who leave your site and never come back...capturing their email address might bring them back for a similar offer.

The visitors who have found what they needed from your site are likely to come back and review what you are offering more closely.

Then they will eventually come back to search the web for other products.

This kind of affiliate program is an easy way for you to generate some additional revenue.

For example, when a visitor on your site does a search in the PPC Search Engine and clicks on the advertiser listings, the advertisers' account will then be deducted because of that click.

With this, you will be compensated 30% to 80% of the advertisers' bid amount.

PPC is not only a source of generating easy profits; it can also help you promote your own site.

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Most of the programs allow the commissions received to be spent for advertising with them instantly and with no minimum earning requirements.

This is one of the more effective ways to exchange your raw visitors for targeted surfers who will have more of a tendency to purchase your products and services.

What will happen when you integrate PPC into your affiliate program?

PPC usually has ready-to-use affiliate tools that can be easily integrated into your website.

The most common tools are search boxes, banners, text links and some 404-error pages.



Most search engines utilize custom solutions and can provide you with a white-label affiliate program.

This enables you, using only a few lines of code, to integrate a remotely-hosted co-branded search engine into your website.

The key benefits? Not only will more sales be generated but also you will earn some extra money on the side.

Plus, a lifetime of commissions once you have referred some webmaster friends to the search engine.

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Think about it. Where can you get all these benefits while already generating some income from your site?

Knowing some of the more useful tools you can use for your affiliate program is not a waste of time. They are rather a means of earning within your earnings. Many people upscale ads once revenue starts to flow and enjoy larger profits.

It's best to know as much as you can about how you can use PPC search engines in your affiliate program, rather than miss out on a great opportunity to earn more profits.

How can we increase those profits even more?



# Affiliate Marketing Strategies for Success

## Using Product Recommendations to Increase Your Bottom Line

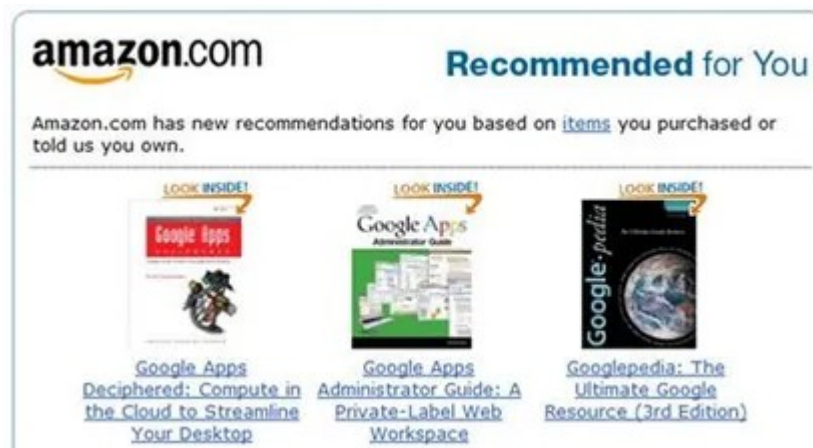
### Part 6 of 9

In affiliate marketing, there are many ways in which you can increase your earnings and maintain the account that you have worked so hard for.

Most of the techniques and tactics can be learned easily. No need to go anywhere or any further.

They are available online, 24 hours a day and 7 days a week.

One of the more important ways of increasing affiliate marketing bottom line and sale is through the use of product recommendations.



Many marketers know that this is one of the most effective ways of promoting a certain product.

If the customer or visitors trust you enough, then they will definitely trust your recommendations.

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Be very careful in using this approach, though. If you start promoting everything by recommendations, your credibility will actually wear thin.

But, if you recommend similar items, or complimentary items then nobody is offended. Amazon does it all the time. You came to buy a tent because you want to go camping. Then they show that others also bought a sleeping bag. Do you also need one?

This thinking easily transfers into many things. You're suffering from obesity and you want to lose weight. You're ready to buy a pill but then maybe you want to also learn about custom keto diets?

You bought a software tool that turns text into speech. Maybe you also want to make it into a video? Maybe you also want to use a bot that appears to be human because you lack confidence in your own ability.

Do not be afraid to mention things that you also do not like about a given product or service.

Rather than ruining your reputation, this actually will make your recommendation more realistic and will tend to increase your credibility.

Furthermore, if your visitors are really interested in what you are offering, they will be more than delighted to learn what is good about the product, what is not so good, and how the product will benefit them.

When you are recommending a certain product, there are some things to remember on how to make it work effectively and for your advantage.

Make yourself sound like the true and leading expert in your field.

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Remember this simple equation: price resistance diminishes in direct proportion to trust.

If your visitors feel and believe that you are an expert in your niche, they are more inclined in making that purchase.

On the other hand, if you are not exuding any confidence and self-assurance in endorsing your products, they will probably feel the same way and will go in search of another product or service which is more believable.

How do you establish this aura of expertise?

By offering unique and new solutions they would not get anywhere else.

Show proof that what you are promoting works as promised.

## Product Testimonials With Expert Review

Download this resource diagram. Bring your presentation to life. Capture your audience's attention.



Put your presentation to life with our resource diagram. Download this resource diagram. Bring your presentation to life. Capture your audience's attention. Download this resource diagram. Bring your presentation to life. Capture your audience's attention. Download this resource diagram. Bring your presentation to life. Capture your audience's attention.

Display prominent testimonials and endorsements from respected and known personalities, in related fields of course.

Avoid hype at all costs. It is better to sound low key and confident,

than to scream and seek attention.

Besides, you would not want to sound unprofessional and have that thinking stick to your potential customers and clients, now, would you? Best to appear cool and self-assured at the same time.

### **And remember; prospects are not stupid.**

They are actually turning into experts and may already know some of the things that you know.

If you back up your claims with hard facts and data, they would gladly put down hundreds, or even thousands worth of dollars for your products.

But if you don't, they are smart enough to try and look at your competitors and what they are offering.

## *Affiliate Marketing* Strategies for Success

While recommending a product, it is also important that you give out promotional freebies.

People are already familiar with the concept of offering freebies when promoting your own products.

But very few people do this to promote affiliate products.

Offering a report, eBook, or video that compliments the real product your marketing is just good business. 'Yes, I'll fill in that form because I want to see that freebie.'

If you're like me, I know how to unsubscribe, so yes, I'll sign up if my interest is peaked.

If you provided a good report, PDF or video, I just might keep following the rabbit right into the hole and get out my credit card.

Actually, it's saved on my computer and ready to go with a few clicks because I'm usually curious as a cat and so are many other people if you take the time to entice them properly.

Before you add recommendations to your product, it is a given that you should try and test the product.

If you can't or don't want to for some reason, then find a testimonial somewhere to back it up, or find another product to promote. Doing it just for the money may lead into too many problems.

Do not run the risk of promoting junk products and services.

Just think how long it took you to build credibility and trust among your visitors.

All that will take to destroy it is one big mistake on your part.

## *Affiliate Marketing* Strategies for Success

If possible, only recommend products that you have 100% confidence in.

Test the product support team before you begin to ensure that the people you are referring would not be left hanging when a problem suddenly arose.

Have a look at your affiliate market and look at the strategies you are using.

You may not be focusing on the recommendations that your products should have.

Try product recommendations and be among those few who have proven its worth.

Let's take a look at how video is the game changer.

## Using Video to Increase Your Affiliate Earnings

### Part 7 of 9

Many people get into affiliate marketing. The challenge is to think of ways to be able to attract customers in new ways.

What better way to wow your prospects and customers than to record and publish top notch, full motion and streaming screen-captured videos.

There is nothing like feeling your hard work is paying off by having your customers jumping excitedly in with great anticipation to purchase your product right there and then.

This is video in action. It is a proven fact: giving your customers something they can actually visualize can explode your online sales overnight.



Anyone can create stunning videos, from multimedia tutorials and step-by-step presentations available online.

The process is like having your customers seated next to you and looking at your desktop, as you show them the things they need to see and hear.

For those who do not know it yet, how does video actually work?

1. It can record your desktop screen activity. This includes websites or what is stored on your computer. If you can see it, it can be recorded.
2. You can easily convert your videos into web pages. Once converted you can have your customers visiting specific pages. This is also quite useful for PowerPoint presentations.

Videos are easy to understand and fit right into our culture where nearly everyone has a phone in their hand these days. As soon as they are bored, they want to see some action.

3. Upload videos to your websites and lead pages. Publish them through blogs, RSS feed and podcasts.

You may want your videos uploaded on sites like YouTube so other people might be potential customers in the future. There is nothing like being visible on many video sites and web pages to successfully advertise your affiliate products.

There are other things you can do with your affiliate program using video. You can...

Create stunning multimedia presentations that are proven to increase sales because all the senses are engaged. The use of video, background music, and PowerPoint is still popular on webinars as of October 2022 and will continue to be around for many years yet.





The use of video helps to reduce skepticism among hard-to-please customers, because seeing is believing.

A new tactic is to have people think the image is a video like this one below.

The circle is embedded onto the image using a particular website. Often, you will see the image on a sales page like this and people thinking it's a video will click on it but either it will do nothing or it will go straight to the sign up form.

So, it's useful in gaining attention. If they clicked on it and it did nothing, they are more likely to scroll down to see the real video and watch it.

Those buttons can be found in different shapes and colors to compliment the background. They are listed in Useful Resources at the end of this eBook.

## *Affiliate Marketing* Strategies for Success



With video you can reduce refunds and other customer issues by demonstrating visually how to use the product and how to do it properly. Complaints will also be minimized because all the facts are right there for the customers to see and hear.

Promote affiliate products and services using visual presentations.

This is an effective way of redirecting your viewers straight to your affiliate website after they are finished with the video.

In fact, this month, October 2022, there is a new feature I came across where the signup form is actually in the video! How cool is that? Don't worry, I'll also include the link to that at the end.

Make the most of the presentation by putting your site location at the end of the video and make them go there directly if they want more information.

## *Affiliate Marketing* Strategies for Success

Multiply your online auction bids exponentially when you give your readers a feel of what you have to offer.

Based from reports, auctions that include pictures increase bidding percentage by 400%.

Imagine how much higher it would be if there were videos?



Publish valuable info products such as video eBooks using text to speech technology that you can sell for a much higher price.

It will be worth the price because of the full colored graphics menu and templates that you will be using.

Minimize miscommunication with your customers by showing them exactly what your offer is all about.

Instantly show them what they can have right now and help them understand clearly the essence of your affiliate program or product.

These are just some of the things you can do with video that can be very helpful in your chosen affiliate program.

Note that the main purpose of using video is to boost the income that is generated from your affiliate program.

## *Affiliate Marketing* Strategies for Success

Try to focus on the goal to achieve success promoting your offer so you can increase your earnings.

You start out with an eBook. You offer it in video format for a higher price. Later you offer an eCourse for a much higher price.

Let's take a look at boosting commissions from a different angle.

## Three Strategies to Boost Your Affiliate Commissions Overnight

### Part 8 of 9

The ideal world of affiliate marketing does not require having your own website, or dealing with customers, refunds, product development and maintenance.

This is one of the easiest ways of launching into an online business and earning more profits.

Assuming you are already into an affiliate program, what would be the next thing you would want to do?

Double, or even triple, your commissions, right? How do you do that?

Here are some powerful tips on how to boost your affiliate program commissions overnight.

**1. Know the best program and products to promote.**

Obviously, you would want to promote a program that will enable you to achieve the greatest profits in the shortest possible time.

There are several factors to consider in selecting such a program.

Choose the ones that have a generous commission structure.

Have products that fit in with your target audience. And that have a solid track record of paying their affiliate easily and on time.

If you cannot seem to increase your investments, dump that program and keep looking for better ones.

# Affiliate Marketing Strategies for Success

The screenshot shows an affiliate program search interface. On the left, there are filter sections: 'Offer Contents' with checkboxes for 'Physical Product' and 'Upsell(s)'; 'Languages' with checkboxes for German, English, Spanish, French, Italian, and Portuguese; 'Billing Types' with checkboxes for 'One-Time', 'Recurring', and '\$1 Trial'; and 'Features' with checkboxes for 'CPA', 'Affiliate Tools Page', 'Mobile Friendly', and 'Business Approval'. The main area displays search results. At the top, it says 'results per page 10' and 'Sort results by Gravity'. Two results are shown: 1. 'Exipure' with a Gravity score of 768.39, Initial \$/conversion of \$145.22, and Recurring \$/rebill of \$30.53. Its Avg \$/conversion is \$149.57. The description says 'Promote ClickBank's #1 Product For The Easiest Commissions You've Ever Made! Go To exipure.com/affiliates/ To Get Started!'. It has icons for Upsell Flow, Physical Product, One-Time, Recurring, Affiliate Tools, and Mobile Friendly. 2. 'ProDentim - Monster In The Dental Niche' with a Gravity score of 520.13. Its Avg \$/conversion is \$132.02. The description says 'Unique Angle & Delivery Method For A Quality Soft Candy! Just Launched And The EPC Is Already Up To \$4! This Offer Could Mark Your Best M [Read more](#)'. It has icons for Upsell Flow, Physical Product, One-Time, and Affiliate Tools.

There are thousands of affiliate programs online, which gives you the opportunity to be picky. You want to select the best to avoid losing your advertising dollars.

Write free reports or short E-Books to distribute from your site.

There is a great possibility that you are competing with other affiliates that are promoting the same program. If you start writing short reports or videos related to the product you are promoting; you will be able to distinguish yourself from the other affiliates.

In the reports, provide some valuable information for free. If possible, add some recommendations about the products.

With eBooks, you get credibility. Customers will see that in you and they will be enticed to try out what you are offering.

2. Collect and save the email addresses of those who download your free E-Books.

It is a known fact that people most often do not make a purchase on the first solicitation. You may want to send out your message more

than six times to make a sale. I usually try 14 to 21 messages. One email for each day.

This is the simple reason why you should collect the contact information of those who downloaded your reports and eBooks.

You can follow up on these contacts to remind them to make a purchase from you through your daily emails.

Get the contact information of a prospect before sending them to the vendor's website.

Keep in mind that you are providing free advertisement for the product owners.

You get paid only when you make a sale. If you send prospects directly to the vendors, chances are they would be lost to you forever.

But when you get their name and email address, you can always send other marketing messages to them to be able to earn an ongoing commission instead of a one-time sale only.

If you can't afford an autoresponder at first, you can use the "**Out-of-Office Auto reply**" feature in Gmail or other email programs and write a short message directing them to your offer instead.

Simply get a new email account for this purpose. Later you can add their names to your new autoresponder.

Publish an online newsletter, blog or E-zine. It is always best to recommend a product to someone you know than to sell to a stranger. This is the purpose behind publishing your own blog.

This also allows you to develop a relationship based on trust with your subscribers.

## *Affiliate Marketing* Strategies for Success

This strategy is a delicate balance between providing useful information with a sales pitch.

If you continue to write or record informative editorials you will be able to build a sense of reciprocity with your readers or viewers that may lead them to support you by buying your products.

3. Ask for higher than normal commission from merchants.

If you are already successful with a particular promotion, you should try and approach the merchant and negotiate a percentage commission for your sales.



If the merchant is smart, he or she will likely grant your request rather than lose a valuable asset in you. Just try to be reasonable about it.

Keep in mind that you are a zero-risk investment to your merchant; so, do not be shy about requesting extra in your commissions. Some vendors offer higher commissions for super affiliates right up front.

Write strong Pay Per Click ads. PPC search engines still are the most effective means of advertising online.



## *Affiliate Marketing* Strategies for Success

As an affiliate, you can make a small income just by managing PPC campaigns such as Google AdWords and Overture. There are also others such as Facebook, Pinterest and a whole lot more.

Then you should try and monitor them to see which ads are more effective and which ones to get rid of.

Try out these strategies and see the difference it can make to your commission checks in the shortest of time.

Check out the Bonus Section for Up-to-Date Ideas.

### Conclusion?

Paying for ads is costly...you may be surprised at just how costly it can be. The competition might be fierce. So, choosing where to advertise is extremely important. However, you can set a daily budget.

Facebook ads are painfully slow while the algorithms are learning the best target audience.

Facebook can also all of sudden shut you down for no reason and often disapprove of the ad.

Google and YouTube love your money and you have much more freedom. Targeted Paid ads get attention.

Seeking other advertiser platforms that have the type of audience you're looking for is a good idea.

Posting links on social media is very time consuming. Most have algorithms that let you see the ad, and make you THINK that others are viewing them when in fact very few others actually see them.

Besides, if you post a link, most will ignore it anyway because no trust has been built.

During the lock downs, Facebook made many changes including hiding comments because people learned to beat their fact-checkers by posting links in the comments.

So, Facebook simply hid them and forced people to open the comments up if they wanted to see any content. As many people wouldn't take the time to do that, it damaged the ability to generate leads.

If you posted too many links within Messenger without being invited, they would block those links along with many others that they decided would go against their ever-changing community standards.

Now, Facebook is also introducing messenger ads and will find ways to block your ads and links within messenger as well.

Posting links anywhere is very time consuming and may get you blocked anyway. So, paid ads are still the best. Why waste your time trying to beat the inevitable?

## *Affiliate Marketing* Strategies for Success

People are being drawn more and more to video so why not use it?

Some video software can be bought for a one-time fee. Usually under \$100 and video editing equipment can be downloaded for FREE as well.

Most people can create banners, posters, and things like that for free on sites like Canva.

You can add YouTube play buttons to a picture so people click, thinking it's a video; then you can redirect them to a sales page, with or without an actual video.

Most people do not know it but YouTube is also owned by Google.

YouTube has paid ads and if you use a keyword tool the cost will be significantly lower than Google ads within the search engine.

AdSense *does not* make sense for affiliate marketers. Why would you send people away from your offer for a few cents? Keep your customers for that email list that will pay again and again if you do things properly.

**Bonus Chapter**  
**Tips and Tools**

Affiliate marketing is a broad topic and marketing trends will change over time while much remains the same.

Some things that remain the same are the need to advertise and the continual need for email lists so that you can potentially up sell clients to a similar product, an upcoming sale, or other potential offers.

It is imperative that you have an email list, so start one.

**Warning**

**Purchasing an email list is illegal and a waste of money. Nobody sells an email list until it has been deleted of its value. You will be sending SPAM and hoping for success but will get very little traction.**

The best way to attain an email list is through a one-page funnel or Lead Page where they must enter an email to see the video or get that free report.

Next is an autoresponder. I will provide a link for one below that allows you to create pages and setup emails and much more.

Websites are mostly used as a landing page since the seller already has a professional website created for you to direct traffic toward.

Therefore, the use of your own funnel software is also a better option because you can create one, two, three, or more pages just like a website if necessary, and is cheap.

## *Affiliate Marketing* Strategies for Success

This keeps the customer with you while you share your report, sales page, pictures or another video explaining what they would get when they purchase. That free report can simply be a longer sales page with more facts or it can be a short pdf.

I prefer to keep people on my funnel pages until it's time to go to the vendor. So, my report or video is usually online.

Once they leave your page, they will most likely buy so it's important to do this well.

If you decide to use a website, choose an appropriate domain name whereby you can market several similar offers but each one on their own single page.

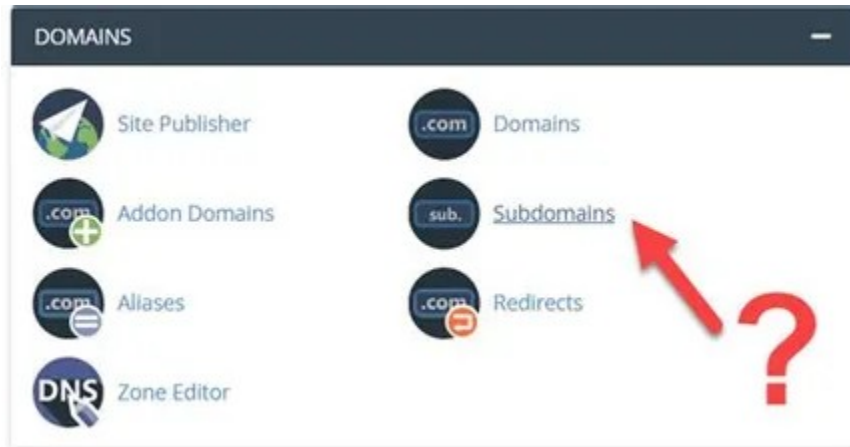
It is important that there will be no navigation links to catch the eyes of potential customers.

All they can find is a sales pitch, on the next page a sign up form, and the next page actually goes to the vendor and they handle the rest. Website.com/offer as an example.

But, with a website or funnel software you can have several offers on individual pages and only techy people would ever find them.

You could also use subdomains for each offer. https://offer.website.com as an example.

## Affiliate Marketing Strategies for Success



Video is king these days and your lead page should have a good short intro video to the product. You can still have a write-up article if you wish. Sometimes the reading portion is exactly the same as the video.

Sometimes on a long sales page they might put the same video twice.

If you're concerned about the ability to create a video do not worry.

YouTube has tons of videos and if you find a good one presenting the same offer you can embed theirs into your sales page. Just make sure it is not branded to someone else. The focus must be on the product and that is it.

Once you have funds or more time, you can easily embed another into your sales page.

Just be careful with YouTube. If you have a channel and re-post someone else's video making it your own, you will lose the whole channel without warning for copyright violations. Embedding prevents this.

However, editing, adding your own intro, splicing, and adding text makes it yours. AI technology figures it out easily so be careful here.

## *Affiliate Marketing* Strategies for Success

Borrowed ad copy works the same way too. Many vendors provide email swipes so use it. Take a few email swipes, combine them if possible and do a little rewriting to explain the product on your sales page.

Just be careful how you reword things because you don't want to ruin a good sales copy. Nor do you want to use the same copy on the sales page so that the customer ends up reading it twice.

Another tactic, if you're going to do video and do not want to be on camera, is to simply use text to speech software with a slide presentation. Use images to enhance it.

Also, you can find A.I. image/voice/video creation content tools to create stunning images and videos.

All you then need is a good sales copy, often provided by the seller on the JV affiliate page. You copy and paste that into the software and let it take over.

Keyword targeting is imperative and so using a video keyword tool such will get you ranked near the top of YouTube the same day/week if you carefully use the keywords and the tags they suggest and follow all their tips.

Finding the absolute best offers can be found on websites such as JVZoo, ClickBank, and Warrior forum just to name a few.

You will be able to discover the best offers by looking for key things such as the newness of an item, top offers, new offers, past success, number of sales, and gravity.

## Affiliate Marketing Strategies for Success

Believe it or not... health products Are the Top Sellers and if you look around you can find some very good affiliate offers.

However, affiliates come from all walks of life and may want to sell something keeping in line with what they are doing.

If you have a homestead website for example, then you offer things like “How to Build a Chicken Coop” or “Build Your Own Solar Panels” and not “How to Lose Weight” or “How to Cure Foot Fungus”.

If you want to cash in on the health industry then the website, lead page, video and write-up must also reflect that interest to improve on overall sales.



**Here is the Secret Sauce...**

1) Find the product you would love to sell because you're interested in using it, reading it, or watching it yourself. This will help you create content that is believable to your audience.

2) Create a lead page and use an autoresponder to capture emails.

**\*HINT** – All in One listed in “Useful Resources” below.

No website needed. Just create a sales page(s) with email capture. Write or copy/paste emails. Done



3) Add only a short sales pitch or video borrowed from YouTube or create your own.

4) Create a short 5 to 7 minute sales video for YouTube that is specific to your product offer and let YouTube rank you using a video keyword tool.

Put your lead page link in the description area on YouTube that goes to your sign up page with a write-up or another sales video or both.

Sending clients to **your sign up** page first is a must if you want to grow your business. **Do Not** send them to the offer until you get that email address.

The alternative is to create YouTube Shorts that lead to your offer and wait for results. Might happen? Hard to know until you try it.

Why not do both? Why not have two channels with different videos and create your own competition?



### **BEST and Faster Solution = Daily Ad Purchases**

Once you start getting sales... you can then purchase YouTube ads and have a less than two-minute sales video that YouTube will put in front

## *Affiliate Marketing* Strategies for Success

of people that Google already knows are looking for those kinds of products from search results.

If you need help with a sales video, Upworks, Fiverr and other places have all kinds of people capable of doing this for a small fee.

People are making 10K a month and more using this latest advertising method.

### Note:

\*\*\* I just saved you \$497 to \$2497 because people are selling courses on this very subject of monetizing YouTube ads. \*\*\*

If you want to take one of these courses and have the funds then by all means do so. They will gladly take your money and they will guide you to develop a new product right through to the sales end of things.

Be prepared to have thousands of dollars ready for advertising.

*Thank you kindly for your purchase and I hope you benefited greatly from the material within!*

Best of luck in your endeavors.



*Rich Abbott*

**P.S.** Take a look at the [Useful Resources](#) on the next page.

## Useful Resources

Some of the links below may be affiliate links but the cost to you would be no different, so please try them out. Most have a 30-day money back guarantee.

I use them all nearly every day or week for various tasks. The list order is just whatever came to mind first. Only use what you need. Use them all or none. Entirely up to you.

[VidIQ](#) ranks and makes keyword suggestions for YouTube videos and gives daily Hot topics to choose from.

[Lead Page](#) I have been using this program for years and have saved thousands of dollars already. It creates a sales page, and can add extra pages or subdomains. Simply buy your domain name for a very low price of \$17.97 and it also hosts it for a year. There is a monthly fee but it is far cheaper than Aweber, GetReponse or many other autoresponders and it has unlimited email addresses and subdomains, plus Back Office training targeted towards affiliates. Hands down winner.

[Zapable](#) let's you create your own Marketing App aka website viewable on your computer and your phone. Allows you to also create apps for others for profit on sites like Fiverr.

Videoman creates stunning videos with or without a sign up form in the video.

[Clickbank](#) has top notch affiliate offers.

## *Affiliate Marketing* Strategies for Success

[JVZoo](#) has many hot new offers, usually software related.

[Warrior Forum](#)

[Shareasale](#)

Countless others. Google it! “Affiliate Programs”\_

[Add YouTube Play Buttons](#)

[Awesome Screenshot](#) , a Chrome extension that captures and enlarges images from your screen to insert into documents. LOVE IT!

[Pexels](#) has free images to download for eBooks, or eCovers.

[Flaming Text](#) – Make your own logos, banners

[3D Boxmaker](#) Make your own video box cover

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A [Custom Keto Diet](#) might actually help you attain your goals. Lose weight. Feel good. Achieve more.

If you have other health issues that your concerned about, feel free to visit <https://naturalrestorehealth.com> for great natural solutions.