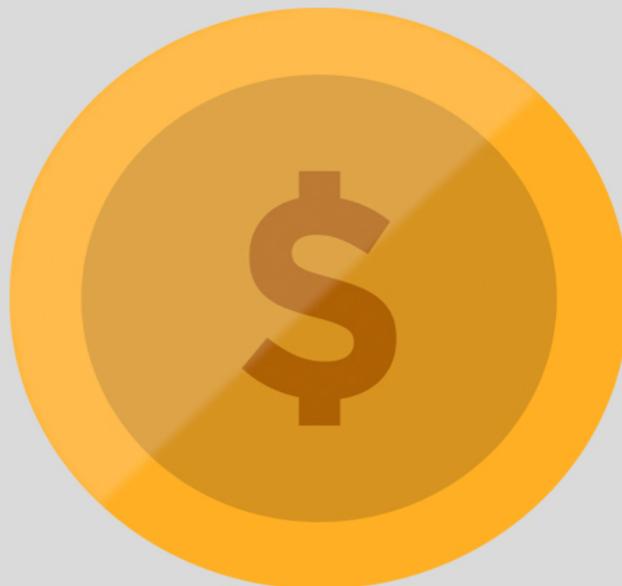




**AFFILIATE  
MARKETING**

**COIN FLIP**



# Affiliate Marketing Coin Flip

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Even if you are already using the Internet to market your business, you should consider adding affiliate marketing to your Internet marketing campaign.

Affiliate marketing, when done right, can yield a great deal of positive results for your business.

Furthermore, even when affiliate marketing is not done right, it will not likely be financially detrimental to the business. This is because affiliate marketing is essentially an advertising program in which you only pay the affiliates when their marketing efforts yield financial results for your business.

This report will take a look at affiliate marketing and explain how it works and how you can maximize the benefits of affiliate marketing.

## Using Affiliate Marketing To Promote Your Business

Affiliate marketing essentially involves having website owners, known as affiliates, post advertisements for your website on their own website. You can learn more about affiliate marketing by checking out the Internet marketing blog at [www.jeremyburns.com](http://www.jeremyburns.com) for weekly updates.

Affiliate advertisements encourage visitors to click on the link and visit your website. The advertisements are specially coded to allow you to determine how many visitors enter your website through this advertisement. Unlike other types of Internet advertising where the business owner pays for the opportunity to place the advertisement on the website, an affiliate program does not work this way. Instead the affiliate is paid when the advertisement yields a desired result.

Affiliate advertisement can work on a pay per impression, pay per click, pay per lead or pay per sale basis. Pay per impression means the affiliate earns a profit each time the affiliate advertisement is served. This means for each unique visitor who views the advertisement the affiliate is given a predetermined amount of money. This amount will depend on a number of factors and will be agreed upon by the business owner and the affiliate before the advertisements begin appearing on the affiliate's website.

Pay per click programs reward the affiliate each time a visitor clicks through the advertisement. Pay per lead programs reward the affiliate when a visitor not only clicks on the advertisement but also performs a desired action such as filling out a survey or registering with the website. Pay per sale programs reward the affiliate each time a visitor clicks through the advertisement on the affiliate's website and also makes a purchase during this visit.

The compensation plans associated with affiliate programs are so desirable because the business owner can have a number of affiliates and they only have to pay these affiliates if the advertising on the affiliate's website is effective.

Affiliate marketing does not always work. When seeking out affiliates it is important to look for a number of different factors. An affiliate with a great deal of experience, a website with high traffic and a proven track record for producing positive results will likely be a good choice for an affiliate marketing program.

These affiliates rely on their advertising knowledge to promote the businesses and do not necessarily have to understand the business they are promoting.

Another excellent choice for affiliate marketing is to select another business that is closely related to your own business but does not compete with your business.

This is a good idea because they may share your target audience and their website visitors will also likely be interested in visiting your website as well.

For example if you sell running shoes you may wish to run an affiliate marketing campaign on a website that promotes road races such as marathons, half marathons, 10Ks and 5Ks. This website does not directly compete with your business but they are likely to attract an audience that would be interested in and have a need for your products or services.

## Starting An Affiliate Marketing Campaign

Some business owners opt to start an affiliate marketing campaign as part of their overall marketing strategy. In most cases the affiliate marketing campaign is only a small portion of the overall marketing strategy but there are some business owners who opt to rely exclusively on this type of marketing. The main purpose of doing this is to save money while still achieving valuable advertising. However, once a business becomes more successful they should consider being more proactive and combining affiliate marketing with other types of Internet marketing such as placing banner ads and orchestrating an email marketing campaign.

One of the most appealing elements of affiliate marketing is the affiliate is only compensated when he produces a desired result. This means the business owner is not obligated to pay the affiliate unless the affiliate is successful. Success may be defined as generating traffic to the website, resulting in a sale or even resulting in the Internet user registering on your website or filling out a survey. The compensation for affiliates is generally based on cost per click, cost per lead or cost per sale. Cost per click and cost per lead are usually paid in terms of a flat fee which is awarded to the affiliate each time an Internet user either simply clicks through the banner ad on his website or performs a specific action after clicking through the ad. Cost per sale may result in the affiliate being awarded a flat fee or a percentage of the sale depending on the agreement between the business owner and the affiliate.

The most effective use of affiliate marketing is to actively seek out affiliates with a proven track record of promoting the businesses which they support. Most affiliate programs are open to anyone with a website and it is not necessarily damaging to allow those who are not particularly knowledgeable about marketing to run your banner ad but it is far more worthwhile to seek out affiliates who are quite adept and generating website traffic to their own website. This is important because the more visitors they receive each

month the more likely your website it to receive interest from visitors who click on the affiliates banner ad.

Another aspect of affiliate marketing which can contribute to success or failure is the design of your banner ads. It is important to remember affiliate marketing is viewed the same way other types of marketing are viewed and care should be taken to create banner ads which will be appealing to your target audience. This means everything from the colors of your ad to the size and style of the font should be carefully considered to create an appealing advertisement.

## Clickbank Affiliate Marketing Success

There are tens of thousands of products that you can promote on Clickbank and earn guaranteed commissions that you know will make it to you.

Here are some of the different ways you can promote your Clickbank products that you find in the marketplace at Clickbank that you think will be good sellers for your customers.

- **Choosing banners**

With most affiliate programs, you are offered a variety of banners to plan on your website, as very few of them will be effective. The problems with most banners are their size. If you choose a banner that is high in size, it will take a long time to implement and use. Therefore, it's recommended that you use banners no more than 15kb in size.

When you select any types of graphical advertising, you should try and keep the theme of your website in mind. Even though graphical ads are meant to stand out and catch people's eye, they shouldn't be to the point where everything else on the page is completely ignored.

- **Pop ups and unders**

A lot of companies will now give their affiliates the chance of using pop up or pop under ads. In most opinions, pop ups aren't the way to go. They can easily annoy visitors and are normally closed before they even have the chance to load. You should instead go for pop unders and those types that only display once per visit.

- **Text link ads**

Once of the most successful means of advertising is text link ads. They are easy on bandwidth, don't use a lot of space, and they easily be implemented into most

types of page layouts. Good text links offer some information as to why your visitor should investigate your offers.

- **Email advertising**

The direct promotion via email has really taken off over the last several years, although it has brought tons of spam with it. If you plan to use email as a method of advertising your products, you should stand behind what you sell and make yourself available to answer any questions.

- **Patience**

If you feel confident that your site can generate great sales for certain company's, you should contact them to negotiate an arrangement. If they don't seem to enthused to begin with, you should remain patient as companies are approached every day with affiliates looking to make better deals.

The reality remains that most affiliates can't deliver what they promise, and companies are aware of this.

You should always keep in mind that most forms of advertising will take time. No matter what methods you plan to use, give it some time before you make any type of decision. Although something may not happen overnight - it very well could in a few days or weeks.

## Boosting Your Affiliate Commissions

As an affiliate marketer, you already know how the process works. You've been through all of the initial process, and things are running smoothly.

However, wouldn't it be nice if you could easily turn those commissions into double the amount you're presently making, or even more?

I mean you wake up one morning, and all of a sudden you see your affiliate marketing commission numbers have raised to twice as much as what they were the night before?

Here are some quite powerful ways to boost those affiliate commissions in very little time.

- **Know what to promote.**
- It's quite evident you want to promote a program or product which will be able to help you achieve the greatest profit margin in the least amount of time. There are several factors to take into consideration when selecting such a program.
  1. The types you want to aim for are those with the most generous commission structure, as well as products that fit within your target audience.
  2. With the thousands of affiliate programs you can find online, you have the right to be picky.
  3. Take time to investigate any potential choices, making sure they pay their affiliates on time.
- **Write short eBooks or free reports your visitors can download from your site.**
- These can be in relation to the product you are promoting, or simply additional information your site visitors can find useful. In cases where you are competing

with others and promoting the same product, having this additional information available for your potential clients will easily distinguish you from others. This will add to your credibility.

- **Establish a sign-up box on your main pages of your websites.**
- Advertise your own e-zine, or offer free updates on the products or programs you are promoting. This allows you to collect email addresses and contact information from your site visitors. You are then able to keep in touch with them, offering to go the extra mile. They will most likely return to you for their needs a second time.
- **Offering bonuses is very important.**
- These don't have to be related to the product you're promoting. With the number of affiliates out there promoting the same items or services as you are, there has to be more for your potential client when they hit your page. Those who already know you will buy from experience. However those who have never seen your pages before need that extra bang for their buck. They need a deal in order to stick with your offer and not go elsewhere.

These easy tips can find you quickly and easily bringing in those larger commission checks in no time at all.

## Closing Thoughts

Deciding whether or not to implement an affiliate marketing campaign is easy. As we previously mentioned there is very little risk in this type of campaign so it is worthwhile in just about any situation. A more important decision to make is how you plan to compensate your affiliates.

The compensation for pay per impression programs is typically pretty low because your business is not necessarily generating a sale from each impression.

Conversely, pay per sale programs usually compensates the affiliate better because the business does directly generate a profit from the advertising on the affiliate's website.

This amount may be a flat fee or a percentage of the sale depending on the affiliate agreement.

It's always a matter of finding a method that works, and then applying it to a product that converts and earns you profits. It might take some time to find the winning combination, but once you find it and have some commissions rolling in – you just duplicate and scale your process up.