

# HOW TO USE AFFILIATE NEWSLETTERS TO INCREASE SALES



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If you've already got your own affiliate program, are you sending out a regular newsletter to your affiliates? The only reason not to is the extra time it takes. But here are the reasons why you do want to send your affiliates a newsletter on a regular basis:

- ⤴ You can address any questions that seem to come up regularly
- ⤴ You can update affiliates on any new policy changes, new tools they can use, etc.
- ⤴ You can update affiliates on new product offerings, new contests, etc.
- ⤴ By staying in touch you stay in their minds, thereby reminding them to promote your products

Here Are Some Tips To Help You Write Great Affiliate Newsletters:

- ⤴ Use subject lines that include keywords to get your emails opened, not just "Monthly Newsletter." Your subject line should make it clear your newsletter is for affiliates (not consumers) and there is interesting stuff inside.
- ⤴ TIP: Beginning your newsletter with the highest commission paid for the previous week seems to generally work well at both getting the email opened and inspiring affiliates. Another good opener is, "Hello John, we're grateful you promote our products at website.com." This reminds

them of who you are and their connection to you. By the same token, using a salutation such as, "Hi Affiliate Team" provides the same benefit.

- ⤴ List your main topics at the beginning of the newsletter so they know what's inside. If you hide some of your topics down below, they won't be viewed by as many affiliates. But if you provide a bullet list and perhaps even hyperlink them to the appropriate areas of the newsletter, affiliates are more likely to find the information they want.
- ⤴ Give your affiliates plenty of advance notice of sales, coupons, codes, discounts they can offer, contests, discontinuations, etc.
- ⤴ Prior to launch, give affiliates your latest product for free so they can tell their traffic about it with authority.
- ⤴ Send your affiliate newsletter weekly, not monthly. Yes, affiliates do prefer to hear from you weekly as long as you have relevant information to share with them.
- ⤴ Unless you're in a high-tech industry, consider using plain old text for your emails. It loads faster on phones, it's less likely to get flagged as spam, and it's actually slightly more likely to get read by the recipient. But if you're in an industry that expects lots of flash such as high-tech, then do use HTML. Also if you want to display your product or your new banner, then of course use HTML. Best bet when you're uncertain? You already know the answer – TEST.
- ⤴ Ask your affiliates what they need to be successful. Don't send them a

time robbing 20 minute survey. Instead, point them to your forum where you're asking them what they need, what they think, etc. Or conduct a very short poll. Keep communication on a 2-way street and you'll be astounded at the insights your affiliates sometimes give you.

- ⤴ Offer affiliates the chance to be on a special list for "flash" sales. These are sales of significant discounts that don't last long and sometimes come with little warning. Some affiliates who are more reactive will want to know about these and others won't because they prefer to plan their promotions well in advance.
- ⤴ Provide a call to action at the end of the newsletter. What do you want them to do? Call you for more info? Go to your webpage to get the codes for your new banners? Tell them what action they should take.
- ⤴ Always test your newsletter before you send it. Check for formatting errors, misspellings, inaccurate information, etc.
- ⤴ Include your contact information in every newsletter.
- ⤴ If you need more info on what to put in your affiliate newsletter, go to Google and search for "affiliate newsletter tutorial" and you'll get some great ideas.
- ⤴ Depending on the network they use, you maybe able to search for your competitor's archive of affiliate newsletters and see what they've done in the past.

⤴ TIP: You might also sign up to be an affiliate for your competitor so you can receive their affiliate newsletters as they're sent out. Just an idea ;-)

## **How to Find New Affiliates (They Might Be Right Under Your Nose!)**

If you have your own products, then you know one of your most valuable assets is your affiliate team. And adding another good affiliate is akin to adding money to your bank account.

If you don't yet have your own products, what's taking you so long? It's time to make a name for yourself by creating your own product. And once you do, unless you want to do all the product promotion yourself, you're going to want affiliates. Of course you can always list your product on Clickbank, JVZoo or the Warrior Forum and possibly luck into affiliates there from their stable of many. If your product should catch fire, this can work like a charm.

But if your product doesn't immediately catch fire, or even if it does but you want more affiliates or you're simply running your own affiliate program, here's how to find great affiliates ready to promote your product:

1. Create an optimized page for "your niche/keyword/brand affiliate program" so that your program can be found in Google searches.
2. Add your affiliate program to various affiliate program directories (search Google for "affiliate program directories" and you'll find a huge supply)

3. Join and actively network at the top affiliate forums (again, search Google for "Top affiliate forums," there are many.
4. Use Google Analytics. Once you're inside Google Analytics, find the section that shows a list of all your traffic sources. Be sure to expand the list so that you can see all of them, not just the first 25 or so. We're assuming of course that you have a website that has been established for awhile, such as a blog.

Now then, find the sites that are the most relevant to your particular audience. You're not concerned with how much traffic they send you, but rather, if they send you traffic on a consistent basis. These will often be other bloggers and publishers. And what do bloggers typically need? More income.

Contact them and say something like, "I see that you are sending traffic to my site, thank you. I'd like to partner with you so that you can earn money on the traffic you're already sending me." Work with them to make them an affiliate and show them how to promote your products to their readers in a manner that is comfortable to them.

5. You're not limited to Google Analytics. You can use any analytics program that tells you where your traffic is coming from.
6. Find out what sites are sending traffic to your competitors. First, if you don't already know who your competitors are, find out. Look for the websites that deal with the same topics, the same niche focused on the same audience as you do.

Using a site such as Hitwise, find the category you fit into and look at each site that fits into your category, or simply look up your competitor's sites directly to find out who their top referrers are, and approach these referring sites to possibly become your affiliate.

7. Using Alexa, type in your website's URL, and then click on get details. Under get details, you'll see click stream and related links. These related links are other sites that are similar to your own business, including your competitors. Look at the sites that are linking in and see who is sending the traffic. Approach these sites to be your affiliates.
8. Find websites that target your same market but aren't your competitors. For example, if you sell books on gardening then you might approach websites that sell gardening tools to form a partnership. You can promote their tools to your list, and they can promote your books to their customers.
9. Explore social media to find out who is talking positively about your product. If they have a website, list or loyal following, ask if they will consider becoming an affiliate – that is, getting paid to do what they're already doing. You'll be surprised how many say yes.
10. Again using social media, find out who's talking about your type of product but not necessarily your brand name. For example, if you design and sell purses, find out who's talking about purses and fashion and see if they want to become your affiliate. When searching social media, don't forget about YouTube – many affiliates are making videos to promote



products these days.

11. This one might be obvious, but I'll mention it anyway – use Google.

Search for sites in your niche that appear to be list building and/or promoting products. If it looks like a good fit for your product, approach them to become an affiliate.

12. HOT TIP: When searching in Google, try adding the phrase “powered by aweber” to your keywords. This will give you sites that are building a list. Do the same thing for the other major autoresponders.

13. Place an “affiliates” link on the bottom of every page of your website to advertise your affiliate program.