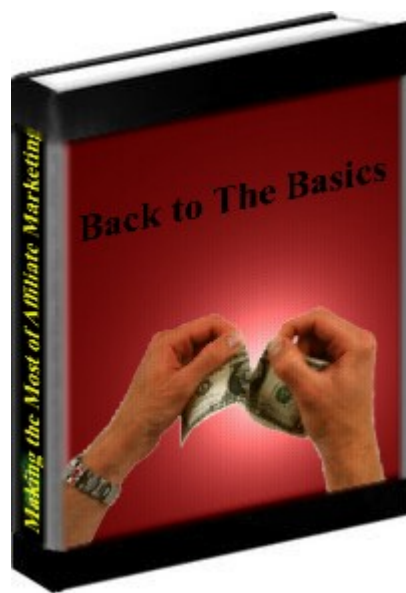


Back to Basics: Making the Most of Affiliate Marketing

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www.AffiliateMarketerGuides.com

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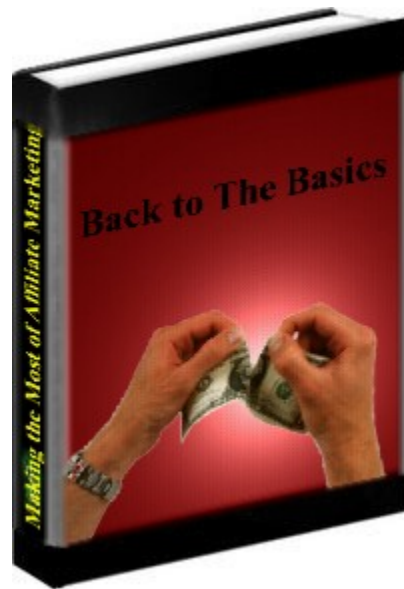
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Back to Basics: Making
the Most of Affiliate
Marketing

What is affiliate marketing?

Affiliate marketing is a web-based practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Basically this means that you are getting paid to sell products that other people own. Sales are typically tracked through “tracking cookies” which are pieces of data stored on your computer that can be accessed by websites. This data will be stored on the consumer's computer after clicking on an affiliate link and it allows sales to be tracked up to 60 days after the link has been clicked. This is a powerful tool because you don't even need to sell the product at that moment, you can get a sale months later after a customer has more money or has been exposed to a product for longer. As I was writing this paragraph I got a sales email with a \$150 commission as a customer bought multiple products, this customer came to my website a little over a month ago.

Affiliate marketing is considered an open frontier, as it has no managing assembly or oversight, and it consists 99.9% of individuals. I'm currently a 19 year old freshman computer science/business management student (which effectively means that I have no work experience and I only have a high school diploma) yet I am making a good income with methods that I have learned from others and modified for my own needs. I make more in 10 hours a week from my couch than most of the world would make in a strenuous 60 hour work week which is why so many people are initially attracted to it.

Methods of Affiliate Marketing:

1. Promoting via links on your own domain
2. Mailing List Marketing
3. Article Marketing
4. PPC Marketing
5. Forum Signature Marketing

Promoting via your own domain names.

1. Find a webhost
2. Pick a domain name
3. Create your website (I prefer using pre-made templates)
4. SEO

Finding a viable webhost and pick a domain.

Personally I use [BlueHost](#) for both of these purposes, for \$6.95 a month my hosting and domain registration fees are paid for. It comes with a privacy package so that harvesters cannot find my name, address, etc. via a whois lookup. It is widely considered to be the best webhosting company currently which is a title they have earned, the customer service is amazing and I experience 99.8% uptime. I am allowed unlimited domains so all of my sales pages for products, separate websites, etc. are all hosted on a single account as I have enough storage space for about 2400 different websites (based on average size of my sites) and 15TB of data transfer a month, which I estimate to be enough for around 4 million visitors monthly. Your first domain is also free if you buy a year or more in advance, which I would recommend as you save a ton of money upfront (any one of my sites makes more yearly than my hosting fees this way). To find the right domain name use their domain checking feature to see if it is available. To sign up, [click here](#).

Creating your website

Creating your first website is a great experience, odds are it won't look very pretty but as long as it gets the job done you are in the right direction. I prefer to use templates for my sites as it decreases my work load immensely. I usually grab one of the cheaper templates (\$30-50 range) from [TemplateMonster](#). I then edit the template in DreamWeaver or notepad to include my links, content, etc. This is where I stick in my affiliate links as well, I'll get to that a little later on.

SEO

This is a topic that I could literally write a 300 page guide on without getting out all of my ideas. SEO stands for search engine optimization, this is the most essential part of running a website designed for affiliate marketing. It determines how you rank in search engines such as Google for various keywords. The basic premise of SEO is that you need lots of links that lead to your website (and they need to be from reliable sources). Many times I will simply pay others to do it for me because I will still turn a profit and it decreases the amount of time I have to spend on it (besides they specialize in it). I always use [LazyURL](#) for my SEO purposes, I typically buy a 1500 pack of manual directory submissions and 150 social bookmarks and I'm set with my website. I will write and promote a few articles, more on that later. Afterwards I just sit back and watch it crank out income for years.

Mailing List Marketing

This is a big one, many successful affiliates have popular newsletters and opt-in lists. This has gotten a bad name due to the mid-late 90's when spammers realized this was a possible source of income and began to send massive amount of unsolicited email. This is not only condoned within the affiliate marketing community, it is illegal in most countries. To legally send mail, you must get an "opt-in" as in the customer requests to be added to the mailing list, which is where ebooks come in handy. You may very well have gotten this guide as a gift for joining my mailing list or as a gift to join somebody else's mailing list.

To create a successful mailing list you will need an autoresponder service, by a wide margin the most popular is [Aweber](#). It offers a variety of pre-made templates and requires an industry gold standard double opt-in for mailings to be sent. To get subscribers you should have some sort of gift (you can use this book if you'd like) that they will be given should they complete the double opt-in process. Then I would recommend either a weekly newsletter or a monthly sales letter describing new products. Manage this list well and you will see great profits, do not be afraid to push a good product but if you push bad products to make a profit your list will evaporate quickly.

The best way to find new subscribers to your list is through promotions on your websites as well as putting it in your author resource box for articles that you write.

Article Marketing

This is one of my personal favorites so odds are you initially got to this guide or one of my many websites via article marketing. The gist of article marketing is that you write articles on a given subject and allow websites to republish it royalty free given that they do not change the contents (similar to this guide). Since no author would do this for free, you are typically given a slot to put 3 links back to your sites. The catch is that you cannot directly link to an affiliate product, you need to send them to sites you own first that contain the links.

Writing articles isn't as hard as it may sound, I can typically write a high quality article in about 6 minutes and I'm a computer science major, I shouldn't even know how to spell article. Typically you will get accepted as an author by all the major article directories.

To actually get a good number of backlinks and promotion out of your articles it is essential that it is submitted to multiple places. To do this I typically submit manually to www.ezinearticles.com and then pay \$1 per submission from iSnare to have it distributed to over 40,000 publishers that are looking for content on their sites.

The only way to succeed with article marketing is to make sure that many different places receive your article, and I typically use two methods for this. First I use [iSnare's Distribution Service](#), and then I use software that I bought called “[Instant Article Submitter](#)” which submits my article to hundreds of directories automatically.

For more information on Article Marketing I recently created a page dedicated to what it takes to succeed:

<http://www.affiliatemarketerguides.com/articlemarketingguides>

PPC Marketing

PPC Marketing is known as Pay-Per-Click marketing. This is where affiliates purchase advertisements on sites such as Google or Yahoo where they choose what keywords they want their advertisements to be displayed for and their maximum bid per click. This is a short term strategy as there is no long term benefit built through PPC marketing, but if you find keywords that cost less per click than you make per click via conversions, then you are in the money. I have used this method to make a very good sum of money in a short period of time. My recommendation would be to use Google AdWords for this, you can find a signup link as well as a much more detailed description at PPC Marketing Guides.

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