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# The **AFFILIATE MARKETER'S** HANDBOOK



The **Essential** Guide  
To All Would-Be  
Affiliate Marketers!

# **Affiliate Marketer's Handbook**

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## **Affiliate Marketer's Handbook**

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## Affiliate Marketing Introduced

Let me first give you a short description of what an affiliate program really is. You sign up with an affiliate program, send visitors to the merchant's site (the merchant is the owner of the affiliate program), the merchant's site then identify and track those visitors as belonging to you. If the visitor buys the product or service, you get paid. That's what an affiliate program is all about. Most beginning Internet Marketers often elect the path of an affiliate marketer. This is usually the case because many budding online marketers don't have the huge investment or appetite for risks at an early stage.

On top of that, joining most affiliate programs are free and they can make hefty commissions promoting other people's products without partaking in customer support, product development, and so on.

However, most affiliate marketers are still a few skills away from making money online and that is responsible for making uninformed affiliates fall into traps like spamming, using wrong marketing methods, and anything that would suck them in faster than a black hole.

The Affiliate Marketer's Handbook reveals proven elements of all things essential when it comes to marketing online as an affiliate. The book details not only the pitfalls to avoid but important affiliate marketing elements like the right program to join, how to promote an affiliated product, **and much more!** Being in the affiliate marketing business is **not that hard** now with the Internet at your disposal. It is **much easier** now compared to the days when people have to make use of the telephones and other mediums of information just to get the latest updates on the way their program is coming along.

So with technology at hand, and assuming that the affiliate is working from home, a day in his or her life would sound something like this...

Upon waking up and after having breakfast, the computer is turned on to check out new developments in the network. As far as the marketer is concerned there might be new things to update and statistics to keep track on.

The site design has to be revised. The marketer knows that a well-designed site can increase sign ups from visitors. It can also help in the affiliate's conversion rates.

That done, it is time to submit the affiliate program to directories that lists affiliate programs. These directories are means to attract people in joining your affiliate program. **A sure way of promoting the affiliate program!**

Time to track down the sales you are getting from your affiliates fairly and accurately. There are phone orders and mails to track down. See if they are new clients checking the products out. Noting down the contact information that might be a viable source in the future.

There are lots of resources to sort out. Ads, banners, button ads and sample recommendations to give out because the marketer knows that this is one way of ensuring more sales. Best to stay visible and accessible too.

The affiliate marketer remembered that there are questions to answer from the visitors. This has to be done quickly. Nothing can turn off a customer than an unanswered email.

To prove that the affiliate is working effectively and efficiently, inquiries would have to be paid more attention on. Nobody wants to be ignored and customers are not always the most patient of all people. Quick answer that should appear professional yet friendly too.

In the process of doing all the necessities, the marketer is logged on to a chat room where he or she interacts with other affiliates and those under that same program. This is where they can discuss things on how to best promote their products.

There are things to be learned and it is a continuous process. Sharing tips and advices is a good way of showing support. There may be others out there wanting to join and may be enticed by the discussion that is going on. There is no harm in assuming what opportunities ahead.

The newsletters and E-zines were updated days ago, so it is time for the affiliate marketer to see if there are some new things happening in the market. This will be written about in the marketer's publication to be distributed to the old and new customers.

These same publications are also an important tool in keeping up to date with the newly introduced products. The marketer has put up a sale and promotion that customers may want to know about. Besides, they have to keep up with the deadline of these sales written in the publications.

It is that time to show some appreciation to those who have helped the marketer in the promotions and sale increase. Nothing like mentioning the

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persons, their sites and the process they have done that made everything worked.

Of course, this will be published in the newsletters. Among the more important information that have been written already.

The marketer still has time to write out recommendations to those who want credible sources for the products being promoted. There is also time to post some comments on how to be a successful affiliate marketer on a site where there are lots of wannabes.

Two objectives done at the same time. The marketer gets to promote the product as well as the program they are in. Who knows, someone may be inclined to join.

**Time flies.** Missed lunch but is quite contented with the tasks done. Bedtime....

Ok, so this may not be all done in a day. But then, this gives you an idea of how an affiliate marketer, a dedicated one that is, spends the marketing day.

Is that success looming in the distance or what?

## **The 3 Things All Affiliate Marketers Need To Survive Online**

Now every affiliate marketer is always looking for the successful market that gives the biggest paycheck. Sometimes they think it is a magic formula that is readily available for them. Actually, it is more complicated than that.

It is just 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 is continuing to work in the online affiliate marketing world of today. With these top three marketing tips, you will be able to able to increase your sales and survive in the affiliate marketing online.

What are these three tactics?

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

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**Do not lump all of it together just to save some money on web hosting. It is best to have a site focusing on each and every product and nothing more.**

**Always include product reviews on the website so visitors will have an initial understanding on what the product can do to those who buys them. Also include testimonials from users who have already tried the product. 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.**

**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 compelling and include calls to act on the information. Each headline should attract the readers to try and read more, even contact you. Highlight your special points. This will help your readers to learn what the page is about and will want to find out more.**

### **2. Offer free reports to your readers.**

**If possible position them at the very topside of your page so it they simply cannot be missed. Try to create autoresponder messages that will be mailed to those who input their personal information into your sign up box. According to research, a sale is closed usually on the seventh contact with a prospect.**

**Only two things can possibly happen with the web page alone: closed sale or the prospect leaving the page and never return again. By placing useful information into their inboxes at certain specified period, you will remind them of the product they thought they want later and will find out that the sale is closed. 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 and things easier and more enjoyable. Include compelling subject lines in the email. As much as possible, avoid using the word "free" because there are still older Spam filters that dumps those kind of contents into the junk before even anyone reading them first. Convince those who signed up for your free reports that they will be missing something big if they do not avail 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 a publication that is focusing on your target customers and what you have put up might just grab their interest.**

**Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and maintaining these articles you can generate as many as 100-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 made 10 sales based on the average statistic.**

**The tactics given above does not really sound very difficult to do, if you think about it. It just requires a little time and an action plan on your part.**

**Try to use these tips for several affiliate marketing programs. You can end maintaining a good source of income and surviving in this business that not all marketers can do.**

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

## **How To Become A Super Affiliate In Niche Markets**

**Over the past years, web hosting has grown bigger than it used to be. 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. These seem to be the trend of today.**

**38 million** people have put up their very first websites online this year 2005 alone. It is estimated that by 2008, the Internet sales industry will top the dollar bank. And to think, majority of those sites will be offering different affiliate programs for people to choose and participate into.

**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. Also based on the recommendations by those who have tried them and have proved to be a successful.**

**This is a great opportunity for web hosting affiliates and resellers alike. There would be hundreds of web hosting programs to choose from that the difficulty in finding the right one for them is not a problem anymore.**

**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. As of now, there is really no leading hosting industry so most people choose hosts based from recommendations. Usually, they get it from the ones that have already availed of a web hosting services.**

**With the many hosts offering affiliate programs, there is the tendency to find the one, which you think, will work best for you. Think of the product you will be promoting. Pattern them to the site and see if they are catering to the same things as you are.**

**When 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. Things will only have to get better from there because you already have been in worst situations.**

**Try this out. If you are quite happy and satisfied with your web host, try to see if they are offering an affiliate program you can participate on. 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 already in an affiliate business.**

**Why choose paying 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 program is also being hosted. This is the program wherein you get paid a percentage every month for a client**

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