
FRONT COVER:

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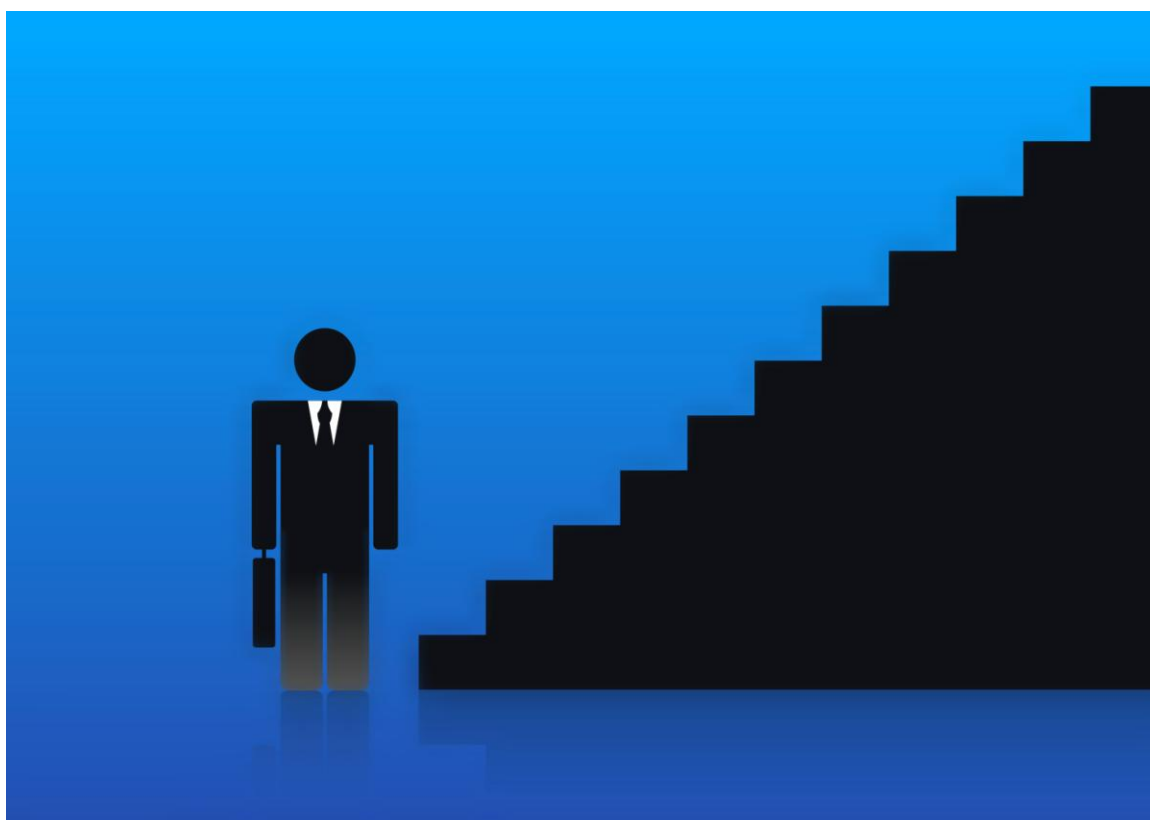
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Foreword

Affiliate programs are now very much part and parcel of any online business endeavors. With almost every company offering some form of affiliates one would be able to understand just how much it can positively contribute to the added revenue element of the endeavor. Get all the info you need here.



Affiliate Revenue Avalanche

The Secrets Behind A “Snowload” Of Affiliate Cash

Chapter 1:

Affiliate Basics

Synopsis

As there are several types of affiliates the individual should take the time to understand the benefits of the various types before and informed decision is made.



The Basics

There are three main types of affiliate marketers and these would include the full time marketer, the part-time marketer and the side-line marketer.

The full time marketer would probably depend heavily on the sole promotion of other businesses with revenue gained through the participation exercise.

The part-time marketer would employ affiliate programs as a major part of the business entity which in turn would create a significant percentage of their cumulated earnings. The side-line marketer would ideally only participate in promoting a very small number of companies.

This can vary but it would popularly be about two to three companies only. This in most cases would mean the promotion of their own web host to enable their cost to be adequately covered.

The time frame required to implement the respective affiliates would be rather minimal in comparison to other more complex internet tools but the results would be very impressive indeed.

Commonly placed on existing websites and most programs that have as copies, images and tracking links the affiliates are really quite easy to link to.

The most notable reason for adding affiliate to any online business endeavor lies in the revenue possibilities that could be very encouraging and lucrative.

The following are some popular affiliate networks:

- AffiliateFuel – these represent the major industries, with criteria that are very much stricter than commission junction.
- Click bank – primarily digital products which include downloading ebooks.
- Commission Junction – covers every major industry from travel to retail to many others.



Chapter 2:

Anticipate The Needs Of Your Market

Synopsis

In order to be able to take advantage of an affiliate program one needs to understand the varied needs of the market at the time the program is earmarked to be launched. These needs will play a pivotal role in deciding the corresponding affiliate that is most suited to be used.



What Do They Need

Categorizing affiliates into segments will allow the easier identification of what type of affiliates most suited to their needs. The categorizing exercise could be based on the primary promotional platform used and its subsequent adoptive style.

Using vouchers as an example the affiliated code tagged to this segment would be classified as one separate type when comparisons are made to perhaps pricing categories.

Thus for the voucher code sites the visitor maybe looking for discount deals and clicking on the specific code will lead them to the information sought. Alternatively is the visitor was looking for better freebie deals then another code would be used to access these.

Different approaches should also be explored when deciding on the suitable affiliates. If the affiliates require content to be the prime reason for their search then the corresponding result will offer just that.

Affiliates are usually categorized by the promotional style content within the design of the site thus first understanding the site's contents will allow the choice of suitable affiliates to be made.

Sometimes using influential and established sources to create material endorsing something and then using that material as part of the affiliate category may also be useful.

It should be noted that presently there is a lot of circumstances where there is a great deal of crossovers between promotional efforts and the system or attraction element used within this promotion to generate the traffic to the sites thus the affiliates used will have both these features intertwined.



Chapter 3:

Supply Helpful Info About Affiliate Products You Promote

Synopsis

In order to be able to supply helpful information on the affiliate programs one is promoting one must first be able to keep the information of what is being offered concise and to the point.



Be Helpful

Offering this information based on matching the prospects' needs to what can be provided should ideally be the start of the whole exercise.

Designing simple yet descriptive bits of information to be used to tantalizing the prospect into making a commitment will be the successful way of creating helpful information.

Being able to anticipate if the information will be helpful is also another consideration that should be considered as if the information is deemed suitable it will be well accepted upon the recommendation.

The helpful information should ideally include the following points:

- Monitoring the sales data in terms of helpful information based on the buying and selling trends of the company and then introducing affiliates that describe in detail, programs that will help enhance the current situation should be well received.
- Providing information of affiliates that will enhance the edge over the competition will also be another platform to tap into. If the information on the affiliate is found to be helpful to the prospect then the committed participation is established.
- If the affiliate is predominantly promoting events such as trade shows on an international level then the relevant supporting data should be provided for the prospect to peruse. Information that is complimentary in fashion while showing the past

exposure at such events and the affiliates advantages should be clearly outlined to ensure the affiliate programs is complete and promotable.

- Some affiliate programs provide information on what is current and if this is an instrumental advantage for the prospect then the program should be explained and promoted to them. Clearly outlining the benefits will help the prospect make an informed choice of the affiliate program offered.



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