

Affiliate marketing -- strategies for higher commissions!

Affiliate marketing is quickly becoming a very specialized form of online business. It seems that people all over the Internet are clamoring for more affiliate tips. And there are a ton of products, services, ebooks, ultra-high priced DVD sets, and a plethora of other "things" geared for affiliate marketing.

So, the question of the moment is how do you weed through this avalanche of "stuff" and find out what actually works. Because, after it's all said and done, the name of the game is making a living from affiliate marketing.

There are plenty of strategies and tips. There are plenty of people telling you which way is best and which way you absolutely should not do. Funny thing is, the things you should do don't work sometimes and the things you shouldn't do, work sometimes. It's really anyone's guess at what works and what doesn't.

However, there are three critical affiliate tips that you should take heed of and use on a consistent basis.

Affiliate marketing is built around content

Do you really want to make a name for yourself in affiliate marketing? Do you want a long lasting online business? Then you have to take very seriously this first critical tip.

Content is what drives affiliate sales. Period. You can advertise as much as you want, in as many different places that you want, but at the end of the day, it's the content on your site that will make the sale. Notice I said "your" site.

Affiliate marketing becomes a very lucrative form of business when you have your own website. A website that contains timely, relevant, and informative content. This content can be in the form of articles, product reviews, industry news, interviews with key people, or whatever people will want to keep coming back for.

Ken Evoy of Site Built It! (buildit.sitesell.com/glimmersales.html) says that content is the only way to Pre-sell your site visitors. I whole heartedly agree. Content will effectively pre-sell your visitors, that you work so hard to advertise to, into taking action... clicking through to the merchant and ka-ching... making you commission.

Affiliate marketing is made stronger through your list

Any type of online marketing depends heavily on a way to keep in frequent touch with previous website visitors. Having an ezine, newsletter, or other type of e-mailing list is a key component to affiliate marketing. A strong list of subscribers is a gold mine for savvy publishers.

The key to making an ezine work for you though is, again, strong, quality, and relevant content. Something that people will want to keep reading on a continuing basis. A weekly, or bi-weekly ezine can easily boost your affiliate commissions sky high by placing a few links within the content or as a product review or special recommendation.

Again, please note the use of "a few". Many ezine publishers just don't seem to get the idea of "a few". That means one to two affiliate links within the whole ezine. The key to publishing an ezine is to establish contact and grow a relationship with your subscriber. Not force affiliate links down their throat. When you can build a strong relationship with subscribers, they will be more likely to listen to your advice, your suggestions, and your recommendations.

An example of this would be Alan Gardyne of AssociatePrograms.com. His newsletter is crammed full of great tips and case studies of successful affiliates and what they are doing. He has grown a great list of over 22,000 subscribers who he can actually call a friend. Why? Because he has never crammed affiliate links down the throats of his subscribers. But, each and every issue of his ezine earns him thousands of dollars in affiliate commissions.

If you don't have an ezine, start one. If you do then take a hard look at it and see if you're using too many ads and not enough content.

Affiliate marketing depends on strategic linking partners

Search engines like Google, MSN, and Yahoo! are looking hard at sites and one of the criteria for high rankings is how many relevant links to your site

there are. Meaning is there any other sites out there that are linking to you. This is very important for affiliate marketing websites.

And another reason why content is so important.

Every day I set aside one full hour of time in my day to research and email potential linking partners. Once I find someone who's site is comparable to mine I will email them, by name, and present my proposal. Keep in mind they do not have to link back to you. So, you must make it appealing. Either by reciprocating with a link to their site, a special commission for everyone they refer who buys from you, or some other way of enticing them to link to you.

Now, just any site will not do you any good. They must be relevant to your particular niche. For example, a fishing oriented website would not benefit, either by traffic or search engine rankings, by having a diet site link back to them.

Content, mailing list, link partners. Easy, right?

It is, but it takes time and dedication. You can create a very profitable affiliate program. Anyone can do it. But, it depends on you. Are you dedicated enough to do it?

Use these three critical affiliate marketing steps in your online business and you'll see an immediate increase in your bottom line.

About the Author

For more useful tips & hints, please browse for more information at our website:- www.affiliate-windfall-secrets.com
www.affiliatemarketing.reprintarticlesite.com

Source: <http://www.zogol.com>