

Affiliate Marketing Explained 2010

“Quick & Easy Guide to Affiliate Marketing”

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Affiliate Marketing Explained 2010

1. Affiliate Marketing Introduced

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.

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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 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. Bed time....

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?

2. 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.

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 top side 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.

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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 publications 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!

3. 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.

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 hundreds of web hosting and 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

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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 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 that you refer. This can allow you to have a steady source of income. With perseverance, you can even be quite successful in this field.

There are a lot of niche markets out there just waiting for the right affiliate to penetrate to them and make that dollars dream come true. Knowing which one to get into is being confident enough of your potentials and the good results you will be getting.

Web hosting is just one affiliate market you could try out and make some good and continuous income. Just remember that to be successful on your endeavor also means that time, effort and patience is needed.

Nobody has invented the perfect affiliate market yet. But some people do know how to make it big in this kind of market. It is just knowing your kind of market and making the earnings there.

4. So Many Affiliate Programs! Which One Do I Choose?

Ask questions first before you join an affiliate program. Do a little research about the choices of program that you intend to join into. Get some answers because they will be the deciding point of what you will be achieving later on.

Will it cost you anything to join? Most affiliate programs being offered today are absolutely free of charge. So why settle for those that charge you some dollars before joining.

When do they issue the commission checks? Every program is different. Some issue their checks once a month, every quarter, etc. Select the one that is suited to your payment time choice. Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

What is the hit per sale ratio? This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics. This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

How are referrals from an affiliate's site tracked and for how long do they remain in the system? You need to be confident on the program enough to track those people you refer from your site. This is the only way that you can credit for a sale. The period of time that those people stay in the system is also important. This is because some visitors do not buy initially but may want to return later to make the purchase. Know if you will still get credit for the sale if it is done some months from a certain day.

What are the kinds of affiliate stats available? Your choice of affiliate program should be capable of offering detailed stats. They should be available online anytime you decide to check them out. Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site. Impressions are the number of times the banner or text link was viewed by a visitor of your site. A hit is the one clicking on the banner or text links.

Does the affiliate program also pay for the hits and impressions besides the commissions on sales? It is important that impressions and hits are also paid, as this will add to the earnings you get from the sales commission.

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This is especially important if the program you are in offers low sales to be able to hit ratio.

Who is the online retailer? Find out whom you are doing business with to know if it is really a solid company. Know the products they are selling and the average amount they are achieving. The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

Is the affiliate a one tier or two tier program? A single tier program pays you only for the business you yourself have generated. A two tier program pays you for the business, plus it also pays you a commission on the on the sales generated by any affiliate you sponsor in your program. Some two-tier programs are even paying small fees on each new affiliate you sponsor. More like a recruitment fee.

Lastly, what is the amount of commission paid? 20% - 80% (and some cases, **100%**!) is the commission paid by most programs. .01% - .05% is the amount paid for each hit. If you find a program that also pays for impressions, the amount paid is not much at all. As you can see from the figures, you will now understand why the average sales amount and hit to sale ratio is important.

These are just some of the questions that needed answering first before you enter into an affiliate program. You should be familiar with the many important aspects that your chosen program should have before incorporating them into your website. Try to ask your affiliate program choices these questions. These can help you select the right program for you site from among the many available.

5. Which Affiliate Networks To Look Out For When Promoting

There are many horror stories about affiliate programs and networks. People have heard them over and over again, that some are even wary of joining one. The stories they may have heard are those related to illegal programs or pyramid schemes. Basically, this kind of market does not have real, worthy product.

You do not want to be associated with these schemes. It is obvious you want to be with a program that offers high quality product that you will readily endorse. The growing number of those who have joined already and are succeeding immensely is proof enough that there are reliable and quality affiliate programs out there.

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Why participate in an affiliate program?

It allows you to work part-time. It gives you the opportunity to build a generous residual income. And it makes you an owner of a small business. Affiliate programs have already created lots of millionaires. They are the living testimony of how hard work; continuous prospecting, motivating and training others pay off.

If ever you are deciding to join one, you must take note that you are getting into something that is patterned to what you are capable of. This will be an assurance that you are capable of doing anything to come out successful.

How do you choose a good affiliate program to promote? Here are some tips you may want to look over before choosing one:

1. A program that you like and have interest in.

One of the best ways of knowing if that is the kind of program you wish to promote is if you are interested in purchasing the product yourself. If that is the case, chances are, there are many others who are also interested in the same program and products.

2. Look for a program that is of high quality.

For instance, look for one that is associated with many experts in that particular industry. This way, you are assured that of the standard of the program you will be joining into.

3. Join in the ones that offer real and viable products.

How do you know this? Do some initial research. If possible, track down some of the members and customers to give you testimonial on the credibility of the program.

4. The program that is catering to a growing target market.

This will ensure you that there will be more and continuous demands for your referrals. Make inquiries. There are forums and discussions you can participate in to get good and reliable feedbacks.

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5. A program with a compensation plan that pays out a residual income and a payout of 40% or more would be a great choice.

There are some programs offering this kind of compensation. Look closely for one. Do not waste your time with programs that do not reward substantially for your efforts.

6. Be aware of the minimum quotas that you must fulfill or sales target that is too hard to achieve.

Some affiliate programs imposes pre-requisites before you get your commissions. Just be sure that you are capable of attaining their requirements.

7. Select one that has plenty of tools and resources that can help you grow the business in the shortest possible time.

Not all affiliate programs have these capacities. Make use you decide on one with lots of helpful tools you can use.

8. Check out if the program has a proven system that can allow you to check your networks and compensation.

Also check if they have it available online for you to check anytime and anywhere.

9. The program that is offering strong incentives for members to renew their membership each time.

The affiliate program that provides continuous help and upgrades for its products have the tendency to retain its members. These things can assure the growth of your networks.

10. Be aware of the things that members are not happy about in a program.

Like with the ones mentioned above, you can do your checking at discussion forums. If you know someone in that same program, there is no harm asking if there are many downsides involved.

Have a thorough and intensive knowledge about the affiliate program and network you will be promoting on.

Knowing the kind of program you are getting yourself into will make you anticipate and prevent any future problems you may encounter.

6. Blogging With SEO Marketing in Your Affiliate Marketing Business.

One of the easiest ways that you can promote your website for free with SEO content and links is to use blogging. Most websites today have blogs that are connected to them. These blogs are the easiest way to update the site so that it stays current in the search engines.

The search engines are not only looking for keyword rich content when they send out their search engine bots for search engine ranking, but also constant content. The content on your website should not get stale. This can end up costing you ranking in the search engines and also end up costing you sales.

If you have a website that has been carefully constructed (again, we will use the example of the shoes website) and want to make sure that it is updated without having to re-do the website all of the time, the best way to do so is to use a blog.

You can go to a site called www.wordpress.com to get started in your own blog. The blogs created by this site can be used to connect to your own website.

Once you have created a blog, you can then use SEO rich content to put in the blog on a daily basis. Blogs are different than articles in writing style, formality and information.

Blogs can be written in the first person style. Many blogs are written as narrative prose rather than informative third person writing. You can alternate between styles if you so choose to get the information into your blogs.

By changing your blog on a daily basis, you can keep your website up to date. This will continue to keep it ranking high in the search engine rankings. You will also be adding links that will boost it in the search engines as well.

Blog writing is very simple and can be accomplished in a few short lines. You do not have to use very long blogs to get your point across. All of your blogs, however, should be relevant to your website.

When you use some blog software, you can add links into your blogs. These links can be added using HTML or in some cases, just using the tools on the toolbar. If you have your blog attached to your website, you can then just add to the blog all of the time. You can display more than one blog on your website.

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The more links that you continue to distribute throughout the internet, the higher your site will rank in the search engines. You will want to make sure that you use the links in all of your blogs for your website. This will give you more links that will ultimately lead back to your site and raise search engine rankings.

Another site that you may want to consider when you are looking for informal SEO for your website is Squidoo. This is found at www.squidoo.com and allows you to post photos, information about your website and links right onto the site. You can make this into your daily blog by using an RSS feed that you incorporate into the site to keep it updated.

It is very important that you continue to keep your website updated when you are using SEO and marketing concepts to try to make sure that your site does not get lost amid the many in the search engines. Blogs are an informal and fun way that you can keep your website updated and ranking high in the search engines.

7. Article Marketing in Your Affiliate Marketing Business

One of the easiest ways to make money online is by using articles to promote affiliate products. Promoting affiliate products is really nice because:

- 1 There is no customer service!
- 2 No product delivery!
- 3 No website building!
- 4 No html or code to worry with!
- 5 You just collect your commission checks!

The problem is that most people who get into affiliate marketing do not have a clue what's going on. They do not know how to promote and advertise the affiliate product or services they're selling. By using Article Marketing to promote affiliate products, you can sell products without much effort and make money.

The keys to being successful with affiliate article marketing is:

- 1 Find a mostly untapped niche market.
- 2 Research a low competition keyword phrase to target.
- 3 Find a product that 'fits' your targeted keywords.
- 4 Write an article or series of articles based on your targeted keywords.

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- 5 Submit your article to popular article directories and let it get picked up by the major search engines.
- 6 Collect your commissions!

One of your main goals in Affiliate Article Marketing is to get your articles onto the first page of Google, Yahoo, and MSN. The easiest way to accomplish this is by writing keyword rich articles for niches and keywords that aren't overpopulated. A placement on Google's first page will assure that your article will be one of the first seen whenever someone searches for the keyword or niche your article is targeting.

Affiliate Article Marketing makes it easy for the marketer because you don't need a website. Since the idea behind it is that you write articles with affiliate links either embedded in the article, or in your signature, you're sending them directly to the sales page for the product you're promoting.

Without a website, you will significantly cut the cost of doing business because you won't be paying for site maintenance. Other cost reductions such as, maintaining and providing product and by using effective, lower cost, advertising you will be keeping more profits from you efforts.

But, some articles sites like www.ezinearticles.com don't allow you to use or promote affiliate links, so where do you send the visitors if you don't have a website. That's easy you send them to a blog. Why a blog? It's easy to set up, there are no hosting fees when using a service like Wordpress or Blogger, there are no design costs and it takes less than 30 minutes. Plus, you can post all your articles using all the affiliate URL's you want.

You can update your blog as often as you like with new posts, or even add static pages in a snap, and search engines' spiders are attracted to the blogs because new bits of information are added to it every day or two. Since, search engines love blogs it's a super simple and easy to get some extra traffic and earn extra commissions.

Some people opt to create a blog for each set of niche related articles and products that they promote, from which you can provide reviews and other information.

The only cost to you is the time spent adding your articles and affiliate links.

8. Social Networking in Your Affiliate Marketing Business

What is Social Networking?

Social networking. We have all likely heard of it before, but not everyone knows what it means? If you were asked to define what social networking was, would you be able to give an accurate definition? Unfortunately, most individuals cannot, even though it is likely that they participate in some form of social networking, especially online.

Social networking is defined as **the grouping of individuals together into to specific groups, often like a small community or a neighborhood.**

Although social networking is possible in person, especially in schools or in the workplace, it is most popular online. This is because unlike most high schools, colleges, or workplaces, the Internet is filled with millions, if not more, of individuals who are looking to meet other Internet users and develop friendships.

When it comes to social networking online, websites are used. These websites are known as social networking websites. Social networking websites are, in a way, like an online community of Internet users. Depending on the social networking website in question, many of these online community members share a common bond, whether that bond be hobbies, religion, or politics. Once you are granted access to a social networking website you can begin to socialize. This socialization may include reading the profiles or profile pages of other members or even contacting them.

If networking on the Internet sounds like something you would be interested in, you are encouraged to learn more about it, such as the dangers of social networking. These dangers often involve online predators or individuals who claim to be someone that they are not. Although danger does exist with networking online, it also exists with networking out in the real world. As when you are meeting friends at a bar, school, or work, you are advised to proceed with caution online. By being aware of your surroundings and who you are talking to, you should be able safely enjoying social networking online.

Once you have learned everything that you feel you need to learn, about social networking online, you can begin to search for networking communities to join.

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This can easily be done by performing a standard Internet search. Your search will likely return a number of results, including MySpace, FriendFinder, Facebook, Orkut, Friendster, and Classmates.

A large number of Internet users run their own personal websites, but others run their websites as a way to make money. Of course, any website owner wishes to promote their online website, but those who rely on their websites for income are more willing to. Whichever type of website you have, did you know that you could help to promote it with online social networking websites?

If you are wondering how and why you should use social networking websites to promote your online website, you are not alone. A fairly large numbers of Internet users aren't even sure what social networking sites are or how they work. Online social networking websites are like online communities. They give Internet users an easy and fairly safe way to come together. Many social networking websites are designed to make it easier for you to search for and make contact with other Internet users, especially those that you have something in common with.

With a fairly large number of social networking websites, including MySpace, having over millions users, there is a good chance that you could not only make new friends, but find Internet users that would be interested in visiting your online website, especially if that website is your personal website. When joining an online networking community, you should be given your own profile page. On this page you could not only describe yourself, your online website. By mentioning what your personal online webpage is all about and providing a link, you should receive a number of new visitors.

As previously mentioned, social networking websites can benefit all website owners, but especially those who are looking to make a profit with their websites. This can be done one of two ways, by selling something or by relying on revenue from advertising. If you have a website that selling products or services, you may find it a little bit easier to use social networking sites to your advantage. This is because, if you wish, you could do product or service spotlights. Each day, week, or month, you could showcase one of the products or services that your website sells. This could either be done right on your profile page or on a blog page, which is provided by most social networking websites.

If you are using your online website to make money with advertising programs, such as affiliate programs or Google AdSense, you may need to approach social networking websites in a different matter. Since you will not necessarily have a particular product or service to focus on, you will need to approach these

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websites as if they were personal websites. If your website discusses being a dog owner, it may be a good idea to state your love for dogs in your profile. After doing so, it would be acceptable and not necessarily considered spam to add a link to your online website. As with all other types of online websites, social networking websites should help to increase the number of page views your website receives. In most cases, more page views mean more clicks which means money for you.

As you can easily see, there are a number of different ways that you can promote your online website, no matter what type of website you have or what you use it for. By keeping the above mentioned points in mind, you should be able to see an increase in your page views, in no time at all.

9. Video Marketing in Your Affiliate Marketing Business

Now that you have learned the many benefits of advertising using videos on the internet to generate more business, you are probably asking yourself how to begin using this new media. This depends upon whether you want to self market your video on your website or if you want to use an internet advertising agency to self market for you.

The one way a business knows if its advertising is succeeding on the internet is through statistics. If, for example, you are advertising on Google, you will be notified of the amount of times a person clicked onto your ad each month and will have to pay accordingly. Google will then share some of that revenue with those websites that allowed them to place the ad on their site. This is the way that internet advertising works.

It is important for you to know how many people click on your ads for many reasons. First of all, if you are advertising on several different sites, and the stats for one site are much higher than the others, you may want to consider changing advertising strategies. If Google is using your ad on a blog and it is getting no activity, this may mean that you owe them no extra money, but it also means that no one is interested in your ad on that website. By keeping track of your statistics regarding ad views, you can ascertain which sites are worth more advertising and which sites are not.

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If you are planning on self promoting your own video on your website, you most likely have a stat counter that tells you how often people visit your site. After you have added your video, see if there is a difference. Chances are, there will be. There are also software programs that allow you to find out how often your video is viewed on your site. If you see that it is being viewed over and over, but your site stats do not reflect the number of video viewings, chances are that you have a clever ad. You may want to market it elsewhere. If you see that very few people are bothering to view your video advertisement on your website, you may want to try a different video that will attract more attention. This is one way you can ascertain how good your business video is.

If you decide to promote your video on a free space such as You Tube, you will be given statistics. Each video shows the public how many times it has been viewed and they are even rated. People may even make comments on them. If you come up with something truly unique, you may find that your video gets featured as “most popular” and gets something like 10,000 views a day. This does not necessarily mean that you will get 10,000 new customers, but chances are that you will get a few new people at your website.

So where you begin is up to how much money you want to spend, if any, and how much advertising you want to do. If you have a large company and have a substantial budget for advertising, you may want to begin by hiring an agency that specializes in video ads to come up with something clever for your video campaign. If you hire someone to make a video for you, you can purchase the rights to the video so that it cannot be used elsewhere without your permission. Some companies will want to retain the rights. This is something that should and can be negotiated with whatever company you decide to hire to create your video.

If music is played in your video that is not within the public domain, you may have to pay for a license to use the music. This is called a synchronization license and can be obtained from the publisher. The publisher will charge by the amount of seconds the song is used in the ad as well as how often the ad is used. This means that in addition to paying your internet advertiser each time someone views your video, you will also have to pay the publisher. The amount of such a license generally depends upon the popularity of the song. You can either try to negotiate this yourself or have an attorney knowledgeable in copyright and licensing laws to negotiate the fee for you.

Once the video is completed to your satisfaction, you will present it to your internet advertiser who will advise you on where it should be featured and how often. If you are currently using an internet advertiser such as Google, and are finding some success with banner ads, you may want to continue with the same

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websites. You will want to find out the difference in how many people view your video ad as compared to your banner ad to see how effective this advertising is.

There are different types of video ads. Some pop up and just start playing the minute you hit on the ad, and others have a “play” button. You may want to set up the option to have the potential customer play the video instead of it just playing to see if they are truly interested in the video and the ad.

You will still have to have some sort of written advertisement so that people know what your video is. You can have a video still and something that says “If you want to learn more about how to get designer shoes at the best prices on the internet, click here.” At that point, the video will play. The good thing about video advertising as opposed to print advertising on the internet is that the customer will most likely not hit the ad by accident.

Many websites, in order to gain profit from ads that they receive from Google and other sources, use little tricks to get people to hit on the ads. This is not what you want. You are paying for the advertising so that you can continue to develop your business and increase your profit, not support various websites. Make sure that the websites that you are advertising on are not doing this. Such tricks include moving objects that get close to where the customer is trying to click to see information. They click, go into the ad and get annoyed. This does nothing for your business.

If you want to start just by putting a video on your company website, just do it! You can either have an ad agency that specializes in this to create a video for you, or you can make your own video. Again, this depends upon your advertising budget. But there are many companies out there that are hungry for this sort of work and you may be surprised that the cost is not as high as you may think.

Depending upon your website, you may want to make a home made video. Sometimes these can be more entertaining than the slick, professional videos and people generally like to watch them. Consider the popularity of YouTube, which features many home made videos as well as the old program “America’s Best Home Made Videos.” There can be something more refreshing in a home made video and may actually generate more trust within your customer.

Still, another way is to use a clip from a film. You may not want to go as far as the “Psycho” clip that the shower filter company used, but there are thousands of films in the public domain that are available. If you can find something appropriate that advertises your company, why not use it?

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Come up with a plan on how much you want to spend, whether or not you want a professional to make the video or you want to make it yourself and where you want the video to be placed on the internet. This all depends on budget. But even those companies with a low advertising budget will benefit tremendously from advertising by video on the internet. It is just simply more entertaining.

Some Video Marketing Tips

By now you realize just how much videos added to your website can do to not only improve your website, but generate leads and sales. The type of video that you use will have to depend on the type of business you have. You can use video in many different ways. The examples given of Henry's bed and breakfast and the shower filter company both used humor in a positive way to attract customers.

There are other ways that you can use video as well, without having to pay any fees to producers who may own the video. Remember in the last chapter how we talked about coupons? People like to save money. They like to feel that they are getting a deal.

Observe commercials on television. They will often say that if you call within a certain amount of minutes, you will get an extra product or discount. You can do this as well. Either on your own website, through e-mail or even on a free video site, such as You Tube.

For example, suppose you have an excess of a certain product you would really like to move. One way to do it is to introduce the product in your own home made video. Tell people how wonderful this product is, and that it is now available at a special rate. And if they call or order right away, they can get free shipping. Make sure that this is cost effective to you. If you have your own business, you probably already know about different ways to market certain products. One method includes marking the product up a bit to cover the "free shipping." You do not want to lose money on this promotion. However, this will only work if it is a new product that you have not previously advertised on your website. If you have this product on the website for \$24.99 and suddenly you are sending out a video that it is now "marked down" to \$29.99 including free shipping, your customers will feel cheated and you will lose your credibility. This method only works with overstock that you cannot move or a brand new product that has not yet been advertised.

So you make your video and put it on your website. Is that good enough? No. You want to make sure that you send your video to all of your customers through

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e-mail, particularly those who have purchased the product in the past. E-mail is free advertising, it doesn't get any better than that.

You can also advertise your product on You Tube or other free avenues. This is not going to cost you a dime and may generate much income, as well as rid you of some products that you are dying to get rid of.

Another way to use video to market your product would be if you had a restaurant of some sort. Again, you advertise a "special" on your site that will be good on only a particular day. For example, on Tuesdays during this month, pizza will be 20 percent off. Restaurants often get business through word of mouth, but if one person sees the ad, they will tell others. Be prepared for an onslaught of customers on Tuesdays and make sure you have plenty of ingredients to make a lot of pizza.

If you sell strictly over the internet, you should have a database of all of your customer's e-mails. If you have not done this, begin doing so immediately. You can easily send them a video advertisement each time you have a special. Make it short and sweet and give them an incentive to 'act right away.'" People often purchase on impulse. One example would be to simply advertise that you are giving free shipping on all orders that are placed on the website within 24 hours. See how well that does for you. It will give the customer an incentive to act quickly and you will make a sale. The longer you give them to act, the better the chances are that they will not act at all and talk themselves out of making the purchase.

If you have a car dealership, you can take tremendous advantage of such a video ad. "From now until Friday, prices on all new models have been slashed!" You can even offer a free gift for those who visit the showroom before the deadline. Car dealers often do this just to get the customer in the door. Once the customer is inside the door, the objective is to not let them leave until they buy a car. Some dealerships take this approach a little too far, such as the example of the car salesman who threw my father's keys to his old car on the roof of the showroom. This was not good salesmanship and car dealers seldom behave this way anymore. But they still want to get you into the store so they can use every tactic, short of kidnapping, to get you to purchase a car. Because they know, once you walk out of that showroom, they have lost a sale. People seldom come back.

Another way to keep people interested in your website and keep them coming back is to use the "progressive" ad. Do you remember the old "Folger's" coffee commercials? They were popular on television in the 1990s. It featured a man and a woman who were flirting with each other throughout the commercial. Each

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commercial became a bit more progressive, it was like watching a soap opera. People enjoyed seeing these commercials because they wanted to see if the man and woman would ever get together. This advertising campaign was very popular not only in the United States, but also in the United Kingdom, where it was first conceived. The same actors were used and they used different accents in the different series of ads. The Folger's progressive commercial was one of the most successful marketing campaigns of its time.

Why not do that on your website? It doesn't have to be a soap opera format, but as videos are easy to continue to create, upload and delete, you can keep changing your video from time to time and make it a progressive commercial. The soap opera theme always works. A murder theme, while macabre, may work on certain websites, depending upon what you are selling. People will continue visiting your website to see if the love affair works out or if the murder is solved. And if you can manage this yourself, it won't cost you anything. Much less expensive as the Folger's coffee ad, but just as effective.

No matter what type of business you own, use marketing techniques combined with video in your sales. Sure, the videos on your website can be entertaining and make your site more attractive. These alone will generate more sales. But when you combine them with old fashioned marketing techniques, you've really got a winner.

10. Using Camtasia to Increase Your Affiliate Checks

Since there are already lots of people getting into affiliate marketing, it is no wonder that the competition is getting stiff. The challenge is to try and outdo other affiliates and think of ways to be able to attain this.

There are also many tips and techniques being taught to these affiliates in order to best plan their strategy for their program to work effectively so that more earnings will be achieved.

What better way to wow your prospects and customers than to record and publish top notch, full motion and streaming screen-captured videos. Nothing like feeling your hard work getting paid by having your customers jumping up excitedly in great anticipation to buy your product right there and then.

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This is Camtasia in action. It is a proven fact; giving your customers something they can actually see can explode your online sales instantly.

You do not need to have trainings and education to be able to know how this system can work for your affiliate program. Anyone can create stunning videos, from multimedia tutorials and step-by-step presentations available online. The process is like having your customers seated next to you and looking at your desktop, as you show them the things they need to see and hear. All this done step by step.

For those who does not know it yet, how does Camtasia works?

1. **It can record your desktop activity in a single click.** No need to have to save and compile all your files because it is recorded right there and then.
2. **Can easily convert your videos into web pages.** Once converted you can have your customers visiting that certain page. Videos are easier to understand and take in unlike reading texts which oftentimes is a trying thing to do.
3. **Upload your pages.** Publish them through blogs, RSS feed and podcasts. You may want your Camtasis videos to get around and reach out to other people that may be potential customers in the future. Nothing like being visible in many sites and pages to advertise yourself and get your message through.

There are other things you can do with your affiliate program using Camtasia. You can...

Create stunning multimedia presentations that are proven to increase sales because all the senses are engaged. This also has the tendency to reduce skepticism among hard-to-please customers.

Reduce refunds and other customer issues by demonstrating visually how to use your product and how to do it properly. Complaints will also be minimized because all the facts and the presentation are there for the customers to just see and hear about.

Promote affiliate products and services using visual presentations. This is an effective way of redirecting your viewers straight to your affiliate website after they are finished with the video. Make the most of the presentation by putting

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your site location in the end and make them go there directly if they want more information.

Multiple your online auction bids exponentially when you give your readers a feel of what you have to offer. Based from reports, auctions that includes pictures increases bidding percentage by 400%. Imagine how much higher it will be if it were videos.

Publish valuable infoproducts that you can sell for a much higher price. It will be all worth the price because of the full colored graphics menu and templates that you will be using.

Minimize miscommunication with your customers. Instantly showing them what you want they wanted in the first place is making them understand clearly the essence of your affiliate program. The good thing about multimedia is, nothing much can go wrong. It is there already.

These are just some of the things you can do with Camtasia that can be very helpful in your chosen affiliate program.

Note that the main purpose of using Camtasia is to boost the income that is generated from your affiliate program. Although it can be used for entertainment and enjoyment purposes, which is not really a valid reason why you choose to get all through that trouble.

Try to focus on the goal that you have set upon yourself to and achieve that with the use of the things that may be quite a lot of help in increasing your earnings.

11. Using Product Recommendations To Increase Your Bottom Line

In affiliate marketing, there are many ways in which you can increase your earnings and maintain the account that you have worked so hard for already. Most of the techniques and tactics can be learned easily. No need to go anywhere and any further. They are available online, 24 hours a day and 7 days a week.

One of the more important ways of increasing affiliate marketing bottom line and sale is through the use of product recommendations. Many marketers know that this is one of the most effective ways in promoting a certain product.

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If the customers or visitors trust you enough, then they will definitely trust your recommendations. Be very careful in using this approach, though. If you start promoting everything by recommendation, your credibility will actually wear thin. This is seen especially when recommendations are seemingly exaggerated and without much merit.

Do not be afraid to mention things that you do not like about a given product or service. Rather than lose any points for you, this will make your recommendation more realistic and will tend to increase your credibility.

Furthermore, if your visitors are really interested in what you are offering, they will be more than delighted to learn what is good about the product, what is not so good, and how the product will benefit them.

When you are recommending a certain product, there are some things to remember on how to make it work effectively and for your advantage. Sound like the true and leading expert in your field.

Remember this simple equation: Price resistance diminishes in direct proportion to trust. If your visitors feel and believe that you are an expert in your niche, they are more inclined to making that purchase. On the other hand, if you are not exuding any confidence and self-assurance in endorsing your products, they will probably feel that same way and will go in search of another product or service which is more believable.

How do you establish this aura of expertise? By offering unique and new solutions they would not get anywhere else. Show proof that what you are promoting works as promised. Display prominent testimonials and endorsements from respected and known personalities, in related fields of course.

Avoid hype at all costs. It is better to sound low key and confident, than to scream and seek attention. Besides, you would not want to sound unprofessional and have that thinking stick to your potential customers and clients, now would you? Best to appear cool and self-assured at the same time.

And remember; prospects are not stupid. They are actually turning to experts and may already know the things that you know. If you back up your claims with hard facts and data, they would gladly put down hundreds, or even thousands worth of money to your promotions. But if you don't, they are smart enough to try and look at your competitors and what they are offering.

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While recommending a product, it is also important that you give out promotional freebies. People are already familiar with the concept of offering freebies to promoting your won products. But very few people do this to promote affiliate products. Try to offer freebies that can promote or even have some information about your products or services.

Before you add recommendations to you product, it is given that you should try and test the product and support. Do not run the risk of promoting junk products and services. Just think how long it took you to build credibility and trust among your visitors. All that will take to destroy it is one big mistake on your part.

If possible, have recommendations of products that you have 100% confidence in. Test the product support before you begin to ensure that the people you are referring it to would not be left high and dry when a problem suddenly arouse.

Have a look at your affiliate market and look at the strategies you are using. You may not be focusing on the recommendations that your products need to have. You plan of action is sometimes not the only thing that is making your program works.

Try product recommendation and be among those few who have proven its worth.

12. Top 3 Ways To Boost Your Affiliate Commissions Overnight

The ideal world of affiliate marketing does not require having your won website, dealing with customers, refunds, product development and maintenance. This is one of the easiest ways of launching into an online business and earning more profits.

Assuming you are already into an affiliate program, what would be the next thing you would want to do? Double, or even triple, your commissions, right? How do you do that?

Here are some powerful tips on how to boost your affiliate program commissions overnight.

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1. Know the best program and products to promote.

Obviously, you would want to promote a program that will enable you to achieve the greatest profits in the shortest possible time.

There are several factors to consider in selecting such a program. Choose the ones that have a generous commission structure. Have products that fit in with your target audience. And that has a solid track record of paying their affiliate easily and on time. If you cannot seem to increase your investments, dump that program and keep looking for better ones.

There are thousands of affiliate programs online which gives you the reason to be picky. You may want to select the best to avoid losing your advertising dollars.

Write free reports or short E-Books to distribute from your site. There is a great possibility that you are competing with other affiliates that are promoting the same program. If you start writing short report related to the product you are promoting, you will be able to distinguish yourself from the other affiliates.

In the reports, provide some valuable information for free. If possible, add some recommendations about the products. With E-Books, you get credibility. Customers will see that in you and they will be enticed to try out what you are offering.

2. Collect and save the email addresses of those who download your free E-Books.

It is a known fact that people do not make a purchase on the first solicitation. You may want to send out your message more than six times to make a sale.

This is the simple reason why you should collect the contact information of those who downloaded your reports and E-Books. You can make follow-ups on these contacts to remind them to make a purchase from you.

Get the contact information of a prospect before sending them to the vendor's website. Keep in mind that you are providing free advertisement for the product owners. You get paid only when you make a sale. If you send prospects directly to the vendors, chances are they would be lost to you forever.

But when you get their names, you can always send other marketing messages to them to be able to earn an ongoing commission instead of a one-time sale only.

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Publish an online newsletter or E-zine. It is always best to recommend a product to someone you know than to sell to a stranger. This is the purpose behind publishing your own newsletter. This also allows you to develop a relationship based on trust with your subscribers.

This strategy is a delicate balance between providing useful information with a sales pitch. If you continue to write informative editorials you will be able to build a sense of reciprocity in your readers that may lead them to support you by buying your products.

3. Ask for higher than normal commission from merchants.

If you are already successful with a particular promotion, you should try and approach the merchant and negotiate a percentage commission for your sales.

If the merchant is smart, he or she will likely grant your request rather than lose a valuable asset in you. Keep in mind that you are a zero-risk investment to your merchant; so do not be shy about requesting for addition in your commissions. Just try to be reasonable about it.

Write strong pay Per Click ads. PPC search engine is the most effective means of advertising online. As an affiliate, you can make a small income just by managing PPC campaigns such as Google AdWords and Overture. Then you should try and monitor them to see which ads are more effective and which ones to dispose of.

Try out these strategies and see the difference it can make to your commission checks in the shortest of time.

13. How To Avoid The 3 Most Common Affiliate Mistakes

As the handbook draws to a near end and closing publication, here are some hazard signs and dangerous waters you shouldn't be treading on in the affiliate marketing scene!

So listen up...

Affiliate marketing is one of the most effective and powerful ways of earning some money online. This program gives everybody a chance to make a profit through the Internet. Since these affiliate marketing programs are easy to join,

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implement and pays a commission on a regular basis, more and more people are now willing in this business.

However, like all businesses, there are lots of pitfalls in the affiliate marketing business. Committing some of the most common mistakes will cost the marketers a large portion taken from the profit they are making everyday. That is why it is better to avoid them than be regretful in the end.

Mistake number 1: Choosing the wrong affiliate.

Many people want to earn from affiliate marketing as fast as possible. In their rush to be part of one, they tend to choose a bandwagon product. This is the kind of products that the program thinks is “hot”. They choose the product that is in demand without actually considering if the product appeals to them. This is not a very wise move obviously.

Instead of jumping on the bandwagon, try to choose a product in which you are truly interested in. For any endeavor to succeed, you should take some time to plan and figure out your actions.

Pick a product that appeals to you. Then do some research about that product to see if they are in demand. Promoting a product you are more passionate about is easier than promoting one for the sake of the earnings only.

Mistake number 2: Joining too many affiliate programs.

Since affiliate programs are very easy to join, you might be tempted to join multiples of affiliate programs to try and maximize the earnings you will be getting. Besides you may think that there is nothing wrong and nothing to lose by being part of many affiliate programs.

True, that is a great way to have multiple sources of income. However, joining multiple programs and attempting to promote them all at the same time will prevent you from concentrating on each one of them.

The result? The maximum potential of your affiliate program is not realized and the income generated will not exactly be as huge as you were thinking initially it would. The best way to get excellent result is by joining just one program that pays a 40% commission at least. Then give it your best effort by promoting your products enthusiastically. As soon as you see that it is already making a reasonable profit, then maybe you can now join another affiliate program.

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The technique is to do it slowly but surely. There is really no need to rush into things, especially with affiliate marketing. With the way things are going, the future is looking real bright and it seems affiliate marketing will be staying for a long time too.

Mistake number 3: Not buying the product or using the service.

As an affiliate, your main purpose is to effectively and convincingly promote a product or service and to find customers. For you to achieve this purpose, you must be able to relay to the customers that certain product and service. It is therefore difficult for you to do this when you yourself have not tried these things out. Thus, you will fail to promote and recommend them convincingly. You will also fail to create a desire in your customers to avail any of what you are offering.

Try the product or service personally first before you sign up as an affiliate to see if it is really delivering what it promises. If you have done so, then you are one of the credible and living testimonials aware of its advantages and disadvantages. Your customers will then feel the sincerity and truthfulness in you and this will trigger them to try them out for themselves.

Many affiliate marketers make these mistakes and are paying dearly for their actions. To not fall into the same situation they have been in, try to do everything to avoid making the same mistakes.

Time is the key. Take the time to analyze your marketing strategy and check if you are in the right track. If done properly, you will be able to maximize your affiliate marketing program and earn higher profits.