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Affiliate Marketing And Promotional Materials

By Peter Garant

In preparing the affiliate marketing program, the online businessman must first find professional affiliates. One affiliate is not enough. Therefore, there should be a sizable number of affiliates that will create a significant impact on the sales of the online business. But once the affiliates have been recruited, the next important step for the online business is to provide his affiliates with promotional materials.

A promotional material is a feature in the website or Internet system that can be utilized by the affiliate to advertise and pre-sell the products of the online company. Without such promotional materials, the affiliate marketing will be slow or will come to a standstill. But one affiliate is different from another. Thus, the online businessman should be able to identify the type of promotional material that will meet the unique needs of the affiliates.

Here are some promotional materials that an online businessman should consider preparing for his affiliates. These promotional materials are quite basic and the online businessman may try other methods that are less conventional and more revolutionary. In the meantime, these are great for any affiliate marketing program on its first steps.

1. Effective email ads - This type of promotional material is ideal for affiliates who have e-zines or newsletters that they send their consumer/visitor base. In fact, most professional affiliates have their own newsletters.

Therefore, a shrewd online businessman must place email advertisements that will be included in the newsletters. He should create several email ads with varying lengths. Some affiliates like these ads to be short, while others prefer longer email ads.

In writing email ads, the online businessman should remember to use animated words that trigger emotional responses from the readers. The reason for this is that, buying is mostly an emotional action.

2. Signature Files - This type of promotional material is sought by some affiliates who have signature lines. Thus, the online businessman must submit several clever lines to his affiliates. When the affiliate

finds a signature file that he likes, he will include it in his own signature line.

3. Articles - This type of promotional material is needed by affiliates who want good content in their websites, and even in their newsletters. The online businessman should have good articles that can be posted in the affiliates' websites. Such good articles can also help the website's ranking in search engines

4. Banners - This type of promotional material may not be the most effective, but it can still attract visitors. The online businessman must be ready with his banners that will fit into various parts of the website, such as the toolbar, the sidebar, the top, and the bottom.

5. Product Images - This type of promotional material is attractive to affiliates who want to display the images of the products that they are promoting.

Peter Garant's affiliate marketing

<http://www.affiliatepays.com>

site sells affordable unique website

content

<http://www.affiliatepays.com/unique-website-content/>

to webmasters that understand the need

for unplagerised and high quality content on their websites.

Affiliate Marketing In E-Zines

By Peter Garant

Affiliate marketing is all about promoting the product. But it is not cold or hard selling. The affiliate lures the Internet user to visit his website by offering information and even free online courses. The visitor of the affiliate's website will find the free information and will even enroll in the free online course. And while reading the informative articles, the visitor will slowly be convinced of the value of certain products.

And when the visitor realizes the value of certain products, he will most likely click the banner that links to the website of the merchant who manufactures the product or who officially sells the product. The affiliate does not do the direct selling. The affiliate simply sets the mind of the visitor, who is the target client, so that this visitor will be easier to convince to proceed to the purchase or order form of the merchant's website.

Thus, for an affiliate marketing business to be successful, the promotional strategies carried out by the affiliate should also be successful. One that will contribute to the success of such promotion is the utilization of e-zines.

An e-zine is basically a newsletter which is emailed to the subscribers of the e-zine. This newsletter contains the types of information that the subscriber has already expressed a willingness to read about. And when an ad is placed together with such information, the subscriber will be made aware of the presence of the products promoted by the affiliate.

There are two types of e-zine ads that an affiliate can pay for. The first type is similar to a banner ad. It contains a couple of sentences composed of well-chosen words that will entice the reader to visit the website of the affiliate. An affiliate can easily write such an e-zine ad since he already has promotional materials for the products.

The second type of e-zine ad is called the solo ad. In such e-zine ad type, the newsletter being mailed to the subscriber contains only the advertisement of the affiliate and nothing more. Usually, such a solo ad is mailed separately from the regular newsletter. For example, if the newsletter is sent every Tuesday of the week, the solo ad is sent on a Thursday or a Friday.

There is no limit to the number of words placed in a solo ad. But the affiliate must keep in mind that such a solo ad is sent through email. Therefore, the solo ad should not be too long that reading it will take up so much time that the subscriber is not willing to sacrifice. The usually suggested number of words is 500.

With e-zine ads, the opportunities of earning more increase. And the affiliate moves closer towards that goal of affiliate marketing success.

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