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Co-Branding For More Traffic

By Barrett Niehus

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The opportunity to promote your web site on the internet grows daily. Unfortunately, so do the number of sites that compete for product placement and web traffic. As a response to this increased competition, many savvy marketers are turning to co-branding to provide them with an edge over their competition. By participating in co-branding programs, these web marketers can provide more tools, resources and "sticky" content than their competitors.

A co-brand program is usually an arrangement where a web page, company, or organization allows a licensee or participant to include the licensee's logo or brand on the product offered by the licensor. The benefit to the licensee is increased brand exposure, and the ability to offer a product that would otherwise be unavailable to their clients. The benefit to the licensor can be increase advertising revenue, or in many cases on the internet, increased web traffic. An example of this type of co-branding would be syndicated stock ticker that could be posted on your site, and branded with your logo. An example of this can be found at the Wall Street Trader Co-brand site <http://www.wstraders.com/index.cfm?CobrandApp=1>

The opportunities to co-brand on the internet are expanding from content to actual software and products. IP Ware real estate software <http://www.freetrainer.com/cobrand.htm> offers free co-branding and co-branded web links on the software's start page so that consumers are exposed to co-branding every time they start the software. The Internet Toolpad <http://www.itoolpad.com/> will actually insert your logo into a host of freeware for a small charge. There are also a number of organizations that will accept co-branding in exchange for cross promotion and increased traffic.

Regardless of the type of co-branding, the benefit in increased traffic and site "stickiness" is apparent. By using the branding and promotional resources on the internet wisely, the internet marketer can offer more options, better solutions, and more attractive content

than their competition.

Barrett Niehus with IP Ware Wealth and Income software <http://www.realtysoftware.org> Create wealth with real estate and retire rich today. IP Ware is actively seeking partners who want to improve their financial status and promote their organization. <http://www.freetrainer.com/cobrand.htm>

Partnership Marketing for Greater Traffic

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Title: Partnership Marketing for Greater Traffic

Author: Barrett Niehus

URL: <http://www.freetrainer.com>

Article URL: <http://www.realtysoftware.org/articles/pos14.htm>

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Word count: 525

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Online and offline, it should be apparent to you that the response to your product is directly proportional to the number of prospects that are exposed to your branding. This is the fundamental precept of marketing. The question is, how do you maximize your exposure while minimizing your marketing costs? One of the most productive, and effective, forms of marketing is the leveraging of branding partnerships to expand your product's reach. Co-branding, the sharing of brand space on a product, is extremely useful in increasing the reach of your product and increasing the traffic on your web site.

To create a co-branding relationship, take a look at your web site and the products that you sell. Could an online partner benefit from the insertion of his logo on your product or marketing material? Also what products would compliment your product offering. How could you benefit from inserting your logo on these complimentary products? After you have determined where you and a potential partner could benefit by a co-branding relationship, approach potential partners with a co-branding proposal. Offer insertion of his logo on your product in exchange for the same consideration with his products. For tangible products, offer inclusion of his printed flyers with your orders in exchange for a similar service. There is no limit to the type of relationship, as long as the benefit is apparent to both parties.

As an example, my organization, <http://www.freetrainer.com> offers the inclusion of a co-brand partner's

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logo and a link to the partners web site on the downloadable version of our software. In exchange, the co-branded software is offered through our partners site. For us the co-branding benefit is our software is placed into the hands of more users. The benefit to our partners is that their potential customers now have a permanent link to our partners' web site installed on their customers' hard drives, and are exposed to our partners logo every time the software is started.

As I indicated above, the type of relationship depends on the products that you offer, and how well you can leverage your partnerships. For organizations that sell e-books, inclusion of co-branding banners

in on each page can provide significant benefit to a partner. If you sell a tangible product, you may be able to include a partner's flyer with the packaging. For online classes, you may include a "sponsored by" message during the course introduction or as an addendum to the syllabus. Approach potential partners and propose specific services in exchange for your co-branding. Make sure that the marketing benefit from your partner justifies your proposed relationship. Expect that the increase in traffic and exposure that you receive is at least equal to the benefit that your partner will receive. By creating a mutually beneficial relationship, you will increase the reach of your products, fully leverage your own brand, and grow your site traffic.

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