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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Merchants Earn More After Affiliate Marketing

By Peter Garant

An attraction of affiliate marketing is the savings that the merchant will gain when he no longer

conducts his own advertising and publicity. Some merchants, who already have a well-established affiliate marketing program, no longer bother to conduct any activity that will lead to more sales. Such may not impair the current sales of the online business, but it failed to tap into another avenue of selling that can increase the revenue of the online business.

Thus, the merchant must still conduct some form of advertising even when he has an effective affiliate marketing program, and even when he has hundreds of affiliates conducting the promotions for him. The merchant must look into making a second or even a third sale to the customers he acquired. Such is called back-end selling. The practice of back-end selling can complement affiliate marketing.

Here are some ways that a merchant can perform back-end selling:

Newsletters - Whether through email or sent through snail mail, these publications are perfect avenues to introduce the other products of the merchant. These other products are the back-end products. Therefore, in the merchant's website, there should be a part where the customer is asked whether he would like to receive free newsletters from the online company. If the customer clicks yes, then this customer will be taken to a page that will ask for his email or mailing address.

Thank You Letters - Sending a thank you letter for patronizing the merchant's products is not just a form of courtesy. It is a wise business practice. With the thank you letter, the merchant must mention the back-end product.

Customer Satisfaction Calls - If the merchant is not comfortable in writing brilliant thank you letters, he may choose to give the customer a phone call. During the phone call, the merchant will check if the customer was happy about the product they already bought. This call shows a concern for the customer. But it is again an avenue for back-end selling. The merchant will attempt to mention the back-end products.

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Customers Only - In the website of the merchant, there will be a webpage that can be accessed only by its customers. When a visitor has become a paying customer due to affiliate marketing, this paying customer can go to the webpage that contains more about the product that he has bought. In that same page, there may be ads for the back-end products

Back-end selling for the merchant becomes easier because the customer has already given his trust after the initial sale brought by affiliate marketing.

Peter Garant's affiliate marketing site

<http://www.affiliatepays.com/>

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.

Free Affiliate Programs – an instrument to earn money online

By Knut Holt

If you have a website with some traffic, you can make money by having links to merchants' online shops on your site. If someone goes through your links into the shop of the merchant, and buys something, you earn commission from the sale, between 5% and 40% depending on type of merchant. Some merchants also pay for each click or each lead. A lead is a new visitor to the shop that asks for more information or prize offers.

People or companies having these links on their web-sites, are called affiliates, and the links are called affiliate links. The administrative infrastructure by the merchant that the affiliate register into, in order to get the linking code, is called an affiliate program.

To register into an affiliate program is usually free, and through the program you get freely all you need to make the linking code, to monitor the traffic through your links, and to see what commission you have earned.

An affiliate program is not a MLM program, since the affiliates only earn from sales, leads or clicks.

However, in many programs you can recruit other affiliates and earn some commission from the sales made by the recruited affiliates too.

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There are also common networks operated by third–part companies where several merchants use a common software and administrative infrastructure to recruit affiliates and monitor the traffic from affiliates. These are called affiliate networks. Both the merchants and potetial affiliates register into the network, and the affiliates can find links to the online shops of hundreds of merchants to use at their web–site. Examples of affiliate networks are Commission Junction and Clixgalore.

From my experience, the best affiliate programs are for merchants selling alternative health items or items for erotic improvements. I also have good experience with programs in the fields skincare, cosmetics and hobby.

What will work best for you, will however depend upon the kind of traffic you have, and the interests of people visiting your site.

Knut Holt is an internet consultant and marketer focusing on health items. At this site you can learn more about some good affiliate programs and the products of these programs:

<http://www.abicana.com/affiliatenetworks.htm>

Free to reprint with the author's name and link.



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