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Pre-Selling In Affiliate Marketing

By Peter Garant

There are many entrepreneurs today who are earning thousands of dollars each month. They have found financial freedom. And when asked what they exactly do with their online business, their answer is affiliate marketing. But what makes many entrepreneurs successful in affiliate marketing? Entrepreneurs are successful in affiliate marketing because they were able to convert the visits of Internet users into sales.

How is it possible for affiliates to easily convince visitors to purchase their products? The answer lies in pre-selling. The big secret in affiliate marketing success is an effective pre-selling. Pre-selling happens when the visitor is already willing to purchase the product even before he clicks the banner that will link him to the merchant's website.

In pre-selling, the target customer is already convinced of the importance of a certain product. And by the time the target customer arrives in the merchant's website, he will immediately proceed to the order form page. Thus, the affiliate gets a high conversion of visits into sales. But how will an affiliate conduct an effective pre-selling?

First, the affiliate must realize that having banners alone is not reliable. Some visitors may click on such banners and the affiliate may be paid by the merchant in a pay-per-click compensation scheme. But the earnings from such a set-up will be meager. With banners only, the affiliate will be struggling just to earn a few dollars. Therefore, the affiliate must have more in his website other than banners.

This leads to the second thing that an affiliate must realize and do something about. The affiliate must realize that he must have good content in his website. Such good content must be two things. First, it should make the affiliate's website land high on the list of search engines. This is putting the website in the path of target clients. And second, the good content should entice the client of the importance of a certain product or range of products.

The content, however, should not do hard selling. That is, the content should not be obvious about the selling of the products. If the visitor realizes the selling, he will have second thoughts and may not click on the merchant's banner at all. This is why the content should be informative and should expound on

the benefits of the product. The affiliate's website should become a fountain of information for the visitors so that he will return again and again to the website.

It is also a good idea to have several products being promoted in the affiliate's website. This way, the visitor will have choices and he will not think that the affiliate is simply selling the product.

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 Programs Are Wonderlands Of Opportunities

By Mal Keenan

Affiliate Programs Are Wonderlands Of Opportunities

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We have previously discussed affiliate programs in passing. But in this article, we're going to get an overview of this subfield of Internet marketing and how it could help bring about some stable and generous earnings for you.

It has been said that affiliate programs are the easiest ways to online riches. There is a lot of truth in that statement, though it must be remembered that affiliate marketing is still a job, albeit one which you could do in the comforts of your own home, hence, you cannot make the most out of it without exerting some effort.

Even if you are not familiar with affiliate programs, I'm sure you have encountered some in your years on the Internet. For certain, you have visited a site that was suggesting a book from

www.amazon.com

to supplement the information its pages revealed. That site's webmaster, my friend, is an affiliate. And if you decided to purchase the book he recommended, he would have earned a commission from the merchant site.

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Amazon, indeed, is the first business model for affiliate programs. There are more, of course, usually asking the affiliate partner to sell web hosting, domain names, and tangible products. But it's the affiliate programs which offer information products that often give the highest commissions.

But first, let's discuss how affiliate programs work. There are three parties in affiliate programs:

- * The affiliate merchant
- * The affiliate
- * The buyer

The affiliate merchant is the one who has products to sell. He would establish an affiliate program to invite affiliates to pre-sell his products. Once the affiliate finds a buyer, he would recommend the same to the affiliate merchant. The affiliate merchant would then sell his products to the buyer. If the buyer buys, the affiliate merchant would give the affiliate his corresponding commission.

Selling and pre-selling are two different things. Pre-selling usually involves referrals and an earnest attempt to convince the buyer to try the products being endorsed. When an affiliate enrolls in an affiliate program, he is given a code which is called an affiliate link. This affiliate link has his designation embedded on it, so whenever a sale is consummated by virtue of the said link, the affiliate program's system would be able to determine that the commission due shall accrue for the affiliate.

Selling, on the other hand, is primarily the task of the affiliate merchant. This includes payment processing, delivery and shipment if applicable, and post-sales support.

Easy isn't it? All you have to do is to enroll in an affiliate program, market the products with your affiliate link, and you could earn wonderful commissions! Plus, you have the option of automating

everything through your site, or through some creative strategies that have worked for many people.

But this shouldn't be taken to mean that affiliate marketing can only be carried out through your website. The fact of the matter is, you could be a very successful affiliate even without the benefit of having a website!

These matters we will reserve for another day, so again, I plead, bookmark this site and I promise that you will not regret it.

Affiliate programs can be fertile sources of plentiful earnings. All you have to do is to choose the right one. Here are some points to consider in deciding on an affiliate program:

- * Quality of the products
- * Salability of the products
- * Commission rate dependent of salability of the products (a highly sellable product with an equally high commission is ideal, but a highly sellable product with modest commission is also good, as finding buyers would be easy)
- * Credibility of affiliate merchant

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* Support from affiliate merchant

Additionally, you could enroll in as many affiliate programs you want. But since you could only have 24 hours in a day to do the marketing, there are risks in diversifying. So proceed with prudence before engaging in many affiliate agreements.

For An Affiliate Program You Can Believe In Click Below:

<http://www.workathomebiz.info/pluginprofitsite.html>

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