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Ten Tips for Affiliate Marketers Using Google AdWords

By Patrick Carlow

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One of the hottest ways to sell affiliate products is using Google AdWords. Follow these tips and strategies to maximize your earning potential.

1. Seek out affiliate products that generate fifteen dollars or more in commission. Anything in the twenty-dollar range works well. Paying for clicks can add up quickly and when you do make a sell, it should be profitable.
2. The vendor must present a high quality website with first-rate graphics. If the site appears to be unprofessional, any potential buyer will lose confidence and leave before the sell is made.
3. Make it a requirement that the vendor website only displays one product or service on the referral page. Nothing kills a sell faster than having too many sell messages.
4. The vendor needs to include outstanding sales copy. It's easy to realize the importance of this principle; words are what turn shoppers into buyers on the Internet.
5. When evaluating a potential affiliate program ask yourself if this product or service is something you would feel comfortable buying. Put yourself in the place of the buyer. If you wouldn't buy it, why would they?
6. It's preferable if the vendor site does not obviously advertise for the recruitment of more affiliates. An affiliate link is fine as long as it is low key.
7. The best affiliate programs will attempt to secure the email address of your referrals. Some prospects need to see a sales message at least seven times before they will buy. Make sure you still get credit for sales made during the follow up.

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8. The vendor should provide testimonials. Testimonials create confidence and trust leading your prospects to make a purchase.
9. You will recognize a profitable affiliate program because at least one in fifty clicks creates a sell. Constantly monitor your expense versus profit for each set of keywords.
10. Track your keywords and delete any that do not get clicked on after two hundred impressions. The higher your click through rate, the higher position you receive in relation to your competitors.

Patrick Carlow

Most Relevant Links Directory Reciprocal Link Exchange

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Affiliate Marketing With Google Adwords

By Christoph Puetz

One of the best kept secrets in today's affiliate marketing world is the pay per click advertising version with Google AdWords. Adwords allows advertisers to place small ads on websites or on Google.com search result pages. You probably noticed the little advertisements to the right on Google.com.

In Affiliate Marketing you are promoting 3rd party products and in return you earn a share of a sale generated from your marketing efforts. We all have seen those little Amazon.com banners on different websites. These would be a very simple form of affiliate marketing. More sophisticated versions are complete stores build around Amazon.com or based on data feeds from other vendors. In some cases the affiliate has to build his own website and store – in others there are white label website templates or pages available for the affiliate to work with. Only when it comes to the actual sale the customer is redirected to the 3rd party vendor who carries the actual product.

Not a new variant but a not very well-known version of affiliate marketing is the promotion of affiliate product links/websites via Google AdWords. The power of advertising on Google.com is combined with the affiliate link. The affiliate partner does not need a website anymore, he directly links the customer to the 3rd party. With Google AdWords very targeted marketing is possible and well-written ads equipped with the right keywords can bring in big bucks. All the affiliate has to do is to figure out which keywords are affordable to promote. And that's where secret to success is. Everyone can buy the expensive and obvious keywords to promote products but when it comes to affiliate success via PPC advertising (aka Google AdWords) the inexperienced marketing folks are being weeded out or are left with big holes in their pockets. Finding the right combination of keywords, target group, ad copy is the critical piece of the puzzle.

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Overall – affiliate marketing via PPC on Google or via Overture (competitor of Google AdWords) can be very lucrative and quite a few people are making a living of it. It sounds easy to do but to break into this field a new affiliate needs a lot of luck, big bucks or patience and knowledge.

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