

"4 Proven Methods To Successful Affiliate Link Promotions"

Special Report

Now that you have signed up for an affiliate program, what happens next? Well, you have to figure out how to promote your affiliate links. There are 4 major methods for promoting affiliate links. This includes promoting the websites, promoting via links or link publication and also promoting links via social media marketing.

There are other less popular methods for link promotions. We'll touch on them briefly but these 4 are the most commonly used methods.

1. Website promotions

This method is fairly straightforward. You create a website with your affiliate links, the user goes to your website, clicks the links and either buys or leaves an email. When they do so, you get paid. Sounds simple right? In its tripped down form it is. There is not much mystery behind it.

The challenge for this method, however, is how to get people to your website – in short, how to generate traffic. There are many ways you can generate traffic. You can get traffic from search engines and you can do this by building website backlinks and also organizing your sites so that they target certain keywords.

Whenever people type those keywords and you rank highly than others, they will most likely click the link and go to your site. You can also post links to particular content on forums. Forums are very busy places where people go to get information.

You can post your sites' content links on forums and in the same way, the reader clicks the link, they go to your website, if they like your content they click your advertiser's links. You can also use opted email groups to get traffic.

There are many general admission yahoo groups and other email community systems where people can join based on their interests. Members can share their links in these emails sites and whenever somebody posts an update, members get an email with a link.

They click the link, go to your website, click your ad, buy, and then you get paid. There are many other ways to promote a website. Just keep this rule in mind.

As long as a website or a communication platform takes live links – links that can be clickable – you can promote there. Use your imagination. If you come across a website or a service that allows live links, promote in there right away. This can be in chat rooms and directory sites. Whatever it is, as long as they take a live link, you can promote in there.

Here's a caveat though. Always follow the terms and conditions of the site. If you don't you are considered spamming and it can get you into all sorts of trouble.

We will discuss that later in this report but the bottom line is: don't spam if you plan to keep using this avenue of promotions for a longer period of time.

2. Bum marketing

Bum marketing involves just creating articles and submitting it with your affiliate link to websites that accept articles. It could be blogs that publish articles, article directories, ezine sites, and even press release sites or content sites like Medium.

Bum Marketing is when your article carries your link you send to as many websites that publish it. Those websites have their own sources of traffic so if a person goes to your article, like it, click your link and goes straight to your website or the advertiser's website, you then make money if they buy something or leave their email or other information. Fairly simple and straightforward.

The problem with Bum Marketing is that it has been historically abused.

A lot of people will spam – and by spam we mean repetitive action – their article to so many website just to get their links up there. Consequently, a lot of article sites are no longer allowing affiliate links and the articles themselves. So this is the limitation that you need to be aware of. Also, you are limited by the kind of advertising link you can use.

Obviously, you can put your adsense code on your links so a lot of the times, the only affiliate programs that you could promote through the Bum Marketing method are Pay-per-sale or Pay-per-lead programs.

Many article sites are wary of Pay-per-install programs and Paid Survey programs so if you use these affiliate links you might get banned from the article sites. Thus, be extra careful on this.

Another limitation is that you cannot promote just about any product. For example, many article sites ban adult content, gambling, male enhancement products or pharmaceutical products, so you need to pay careful attention as to what kind of program you will be pushing through this marketing model.

3. Social Media Marketing

Social media marketing is any type of marketing that targets areas where there is a lot of social interactions. In addition to the

social networking heavyweights like Facebook and Twitter, Social marketing also applies to forums and chat rooms. How does this work? You just basically create a redirect link.

This is a link that disguises your affiliate link so it may look shorter or innocuous but when people click it, it actually goes to the affiliate link, the affiliate program, and the advertisers' page. You take this redirect link and put it on a forum post.

You can post it directly on Facebook, with a little commentary, or on Twitter. If somebody clicks that link they go straight to the advertiser's page. If they buy something or leave their email, you then get paid. Simple enough right? What complicates this model is that you have to follow the terms and conditions of these social networking and social media sites.

Many are very distrustful of "spammy" tactics so those who keep dropping links get banned easily. This is very true in forums that is why many forums require that you have to have X numbers of post before you are able to post a live link.

However, marketers get around this rule by writing out the URL so that while the URL is not live and clickable, the reader can just turn it into a clickable link. For example, somebody post in a forum stating "visit me at yahoo(dot)com".

They just spell out the dot. This way, the user can directly type that in to their browser and go to the advertiser's page. This type of messaging on forums is less easy to detect because the links aren't live.

You have to be careful with Social Media Marketing though, especially Facebook and Twitter, because first of all, Facebook and Twitter's value revolves mostly on their ability to brand. These are great branding vehicle but not as effective as direct websites for direct sales. Keep that in mind but don't get discouraged if you market heavily on Facebook and Twitter and get little to no result.

4. Email Marketing: The most powerful marketing tool

Included with this PLR package, you'll also get all the essentials required to help you brand it as your own. Materials such as a sales page, promotional sales videos and a whole lot more.

Simply put email marketing is the most powerful way to make money online. If you have a legitimate email list and these people opted in to get a certain type of information, you are head and shoulders above your competition.

Because the people on your list want this information and they specified the type of information they wanted, it means that they are looking for you and you have just avoided much of the problems that beset other marketers – that is trying to create interest and not everybody is interested in whatever you are promoting.

Email marketing is like shooting fish in a barrel because these people already want to get your content. They are interested in that particular subject matter so you just have to put the right affiliate offer in front of them. With this setup, you are most likely to end up having a sale or collecting a lead.

So how do you collect an email list?

You have to set up a website that has a content that these people are looking for. They then go to this website and leave their email. This takes a long time to build but it is worth it because Email Marketing is the most powerful online marketing model available.

It is like gathering a group of interested buyers in one small location and showing them content with ads that are targeted towards their need.

It is very powerful, although it takes time, unless you are willing to pay people for their leads. Be careful in taking this route though – paying for leads – because sometimes these leads are gathered in a misleading way. You might be getting a list of people that aren't exactly interested in your particular offer.

The Danger of Spam

Avoid spamming at all cost. As we have discussed earlier, spam is when you send unsolicited messages, not just through email, but through any communication medium. Take the case of Facebook. You are spamming if you keep on repeatedly posting your affiliate link on your wall and don't care whether people are interested or not.

Facebook has a very broad anti-spam provision in their terms and conditions and they sometimes really get proactive in banning people who spam their network. So be very careful. Also in the US and other jurisdiction, using email to send spam can lead to serious criminal and civil penalties for email spamming.

How to avoid spamming

The best way to avoid spamming is to focus on your users' experience. Create a quality user experience which means sending a marketing message only when it is necessary.

Avoid repetitive messaging. Also, package your affiliate link with content. In other words, make sure that whatever link you post, post useful information along with it.

Make sure you post the kind of information that they are looking for along with the link. Don't just post the link specifically or just hyped up the link.

On social networking websites, comment on the link. Give value by providing a background such as: what people should expect from the link, why should they care, and how it would benefit them.

Focus on your target consumer's needs and try to meet that with the right content and by establishing a genuine dialogue with them. Don't just drop a link and spam them.

The Bottom line

Affiliate Marketing is a fast growing field. More and more people try to make money online and it is reasonable to say that the vast majority will end up failing because they do not have the values and the proper mindset to succeed.

Affiliate Marketing is a marathon, not a sprint. It is not for people who are looking to get rich quickly but for those who are looking to build a real business, or looking for a real profession.

Just like in real life, businesses and professions take some time to establish. Expect the same with your Affiliate Marketing business. The good news is that if you value quality and you focus on your customers' needs, you have already beaten a large share of your competitors, who are focused only on making quick money.