

AFFILIATE MARKETING SUCCESS



CHECKLIST

The basics:

- Selling an affiliate product means getting commission for selling someone else's item
- This can be physical or digital
 - Many marketers choose digital because they earn higher commission
 - Sometimes up to 90%
 - However, physical products still sell more than digital
 - They also have more range and variety
- To sell digital products, most marketers use:
 - JVZoo
 - Clickbank
 - Commission Junction
 - Warrior Forum
- To sell physical products, most marketers use:
 - Amazon Associates
 - Amazon Associates only provides around 4% profit on each sale
 - However, you will also be able to earn commission on any other products the user buys after following your link
 - 4% of a \$3,500 laptop is still a very big earning
- You can also look for other affiliate programs
 - Or discuss with creators about setting one up
- Courses also work really well

How it works:

- Affiliate links work by placing a cookie on the user's computer
- Then they redirect to the checkout page
- When the product is purchased, the site makes a note of the referrer so that the marketer gets paid
- This then introduces a few things to consider:
 - There are different types of affiliate deal that affect the way the affiliate gets paid. How long until their role is considered expired and sales once again belong to the site owner?
 - Based on how long cookie takes to expire
 - Link cloaking allows an affiliate to prevent users bypassing links

- Also prevents link hijacking
- Affiliates may wonder why owners are happy to give away so much of their profit
 - This comes down to the fact that affiliates keep 100% of the profit they make themselves anyway
 - Thus any “extra” sales are just that – additional bonuses on top of their main income
 - As such, the more sellers a product can attract the better
 - And the best way to attract more sellers is to offer more money!

Methods for Making More From Affiliate Marketing

- Sell a range of different products
 - An affiliate on a site like EDx will be able to sell things like MBA courses!
 - An Amazon Associate could sell gaming laptops and similar
- Use a tool like Genius Link or Trackanomics in order to manage these different accounts
- Try creating top 10 lists and use SEO to target keywords that have the right intent/lots of traffic
- Build up authority and trust and become a thought leader in your niche
 - That means having a strong and consistent brand
 - Interacting with your followers on social media
 - Providing new and insightful ideas for your niche
- Choose products wisely
 - Consider the popularity of the product/previous track record of sales
 - Consider the profit that you will make (and how expensive it is)
 - Who is the target audience?
 - Is this the same as the target audience for any content you are currently creating?
 - Think about any extra materials, as well as sales copy etc. to help you make more sales easily
 - The best of these are “copy paste” business models!