

7 Amazing Affiliate Promotion Tactics

By Codrut Turcanu

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Biz Marketing Secrets.com <http://BizMarketingSecrets.com>

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Almost everybody promotes affiliate programs these days more than ever. Even the 'gurus' use them to generate multiple income streams along with their own business.

I'll show you exactly how I generate INCOME marketing affiliate programs and how you can do the same even if you don't have your own Web Site or Newsletter.

The following tactics can apply to any kind of affiliate program.

#1 Tactic - Choose Programs Related to Your Target Audience

If your customers are eZine publishers, then search for programs related to them. You can't make any sales if you are promoting to the wrong audience.

#2 Tactic - Inspect the Web Site Design

You should focus on programs that promote products that really sell. You can quickly notice this if you take a look at the web site design, sales letter page and testimonials section.

#3 Tactic - Be an Active Promoter

Most affiliate starters fail to make money because they

join a program and do nothing else than adding some banners or text links to their sites.

You can't generate income this way. You can't make sales if you don't effectively promote the program and stick with it for a while.

If you don't make money within the first 30 days don't give up. It's not your fault. Maybe you use the wrong promotion methods to advertise that particular program. Maybe the web site sales letter is ineffective or you're not promoting to a targeted niche.

#4 Tactic - Focus on the Most Profitable Program

You can't earn a good income online if you try to promote 5 affiliate programs at the same time.

If you already made sales with a particular program, continue to promote it until it's profitable, then promote another one and so on. You can retake the initial program promotion anytime you feel it necessarily.

#5 Tactic - The Quickest & Most Profitable Strategy

I tried different promotion strategies, but the most profitable and the quickest one is eZine advertising.

You can write an eCourse, article or report related to your affiliate program topic, put it on autoresponder and promote it through eZines.

This is my top money-making tactic I use to generate sales every time I promote a program and it don't cost me any money, PLUS it's time saving and easy to apply.

#6 Tactic - Be an Original Affiliate Promoter

Mostly affiliates are using the exact same materials (e.g. articles, banners, ads, tips, etc.) other hundreds affiliates promote.

When you join a program you get the above materials more or less. To succeed as an affiliate and to earn fat checks you must create your own promotionals. Also, don't forget to use a unique selling position (USP). Just be different!

#7 Tactic - Use eZine Advertising to Increase Sales

Make your own ads, reports, eCourses, eBooks and start promoting them as soon as possible using the fastest and most profitable advertising tool - eZine marketing.

If you apply all these tactics you can see your inbox flooded with real messages like this one:
"Congratulations! You received an order."

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