

Affiliate Marketing Means Using Email Marketing

By David McKenzie

Affiliate Marketing Means Using Email Marketing

David McKenzie
brisney@brisney.com

Brisney <http://www.brisney.com>

As an affiliate in an affiliate program you need to be good at affiliate marketing. One of the most important aspects of affiliate marketing is email marketing.

Get it right and you will be a successful affiliate. Get it wrong and you will be just another affiliate statistic. (It is estimated that between 80% and 90% of affiliates make little or no money from affiliate programs)

What email marketing methods work best to be a successful affiliate?

Here are 3 methods that consistently produce the best results for affiliates:

1. Developing a Newsletter

You **MUST** have a personal newsletter that goes out on a regular basis. Just because you're an affiliate doesn't mean you should not have a newsletter.

A newsletter with valuable information lets you build an email list. Then you can market your affiliate programs through articles and ezine ads in your own newsletter. I personally have experienced some excellent results by promoting affiliate programs I belong to in ezine ads.

I know I personally have clicked on thousands of ezine ads in newsletters!

2. Set up an Email Course

A great way to build an email list is to run a free email course.

You package some of your content into an email course running

over perhaps a few weeks and offer it for free to subscribers.

What you can do is have links at the bottom of each email promoting a different affiliate program.

For example, if you offered a 5-part email course you could promote 5 different affiliate programs in each email. In each email would be a link to a different affiliate program. Each link would have your unique affiliate code.

3. Offer an Ebook Download

Another great way to build an email marketing list as an affiliate is to offer a free ebook download. You can offer the download via autoresponder so that an email goes out to each subscriber giving them the download page.

In that email you could promote a few of your affiliate programs.

You can also promote affiliate programs by having links throughout the ebook. However be careful not to just provide an ebook full of links - you want to provide quality information first and the affiliate program links second.

Email marketing is an essential tool for the successful affiliate. Use it properly and you will see some fantastic results!

Resource Box

David McKenzie is offering a Free Email Course
"5 Tips to Being Successful with Affiliate Programs"

== <http://www.1sthomebasedbusiness.com>

Click now for your FREE course!

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)