

How To Maximize Your Profit Promoting Affiliate Programs

By Ken Hill

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Promoting affiliate programs can provide you with a good extra income or even a full time income online.

To help you maximize your profit promoting affiliate programs, I've provided the following tips to help you successfully market your affiliate programs more effectively to your site's visitors.

1. Publish an e-zine.

Running an e-zine will allow you to run prime position ads for your affiliate programs in every issue you publish, and is the #1 way for you to follow up with your site's visitors.

You can also easily increase your commissions by sending out special announcements to your subscriber base whenever one of the affiliate programs you promote is offering a special bonus or a special limited time offer.

Once you build up your circulation you can further increase your profits by charging for ad space in your publication.

2. Use a pop up on your site that promotes your e-zine.

Using a pop up as well as a subscription e-mail or form on your site can substantially increase the number of your visitors that subscribe to your publication.

Your pop up will draw your visitors' attention right to your e-zine, and if you offer your visitors free bonuses for subscribing to your e-zine such as free ebooks or free ads you can further increase the number of visitors who subscribe to your publication.

3. Offer free e-mail workshops (e-mail courses) to your visitors.

Making e-mail workshops will enable you to effectively promote one or several affiliate programs that offer products that relate to the subject of your workshop.

Many affiliate programs provide their affiliates with articles to post on their sites or run in their e-zines which you can use to successfully form the different parts of your workshop.

If you already write articles, you can easily use your own articles to form the different parts of your

workshop and transform your articles into yet another powerful marketing tool.

To get the most out of your e-mail workshops, offer your workshops both on your site and by using a pop up, and use your workshops to increase subscriptions to your e-zine as well as repeat visitors your website.

4. Publish your articles on your site.

Posting your articles on your site is a great way to continually add content to your site and draw more repeat visitors.

To successfully use your articles to promote affiliate programs offer a free e-mail workshop in your resource box or use your resource box to promote your e-zine.

This will provide you with an effective way to successfully follow up with your prospects when your articles get published as well as when your visitors read your articles.

5. Offer free ebooks on your site.

Many affiliate programs provide their affiliates with ebooks they can rebrand with their unique affiliate URL and these can be used as an effective marketing tool.

The best way to promote your affiliate programs with ebooks, however, is to make your own ebooks.

If you write your own articles, you can create a unique promotional item by making an ebook compilation of your articles with links to affiliate programs you promote.

You can also create a best of compilation of your e-zine's top issues to drive more subscriptions to your publication or if you make e-mail workshops you can transform these into your ebooks content.

To further increase your profits, offer your ebooks as a free bonus or part of a free bonus for subscribing to your e-zine, and/or allow your visitors to rebrand your ebook with a link to their own business, affiliate program or opportunity.

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