

Co-Branding For More Traffic

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The opportunity to promote your web site on the internet grows daily. Unfortunately, so do the number of sites that compete for product placement and web traffic. As a response to this increased competition, many savvy marketers are turning to co-branding to provide them with an edge over their competition. By participating in co-branding programs, these web marketers can provide more tools, resources and "sticky" content than their competitors.

A co-brand program is usually an arrangement where a web page, company, or organization allows a licensee or participant to include the licensee's logo or brand on the product offered by the licensor. The benefit to the licensee is increased brand exposure, and the ability to offer a product that would otherwise be unavailable to their clients. The benefit to the licensor can be increase advertising revenue, or in many cases on the internet, increased web traffic. An example of this type of co-branding would be syndicated stock ticker that could be posted on your site, and branded with your logo. An example of this can be found at the Wall Street Trader Co-brand site <http://www.wstraders.com/index.cfm?CobrandApp=1>

The opportunities to co-brand on the internet are expanding from content to actual software and products. IP Ware real estate software <http://www.freetrainer.com/cobrand.htm> offers free co-branding and co-branded web links on the software's start page so that consumers are exposed to co-branding every time they start the software. The Internet Toolpad <http://www.itoolpad.com/> will actually insert your logo into a host of freeware for a small charge. There are also a number of organizations that will accept co-branding in exchange for cross promotion and increased traffic.

Regardless of the type of co-branding, the benefit in increased traffic and site "stickiness" is apparent. By using the branding and promotional resources on the internet wisely, the internet

marketer can offer more options, better solutions, and more attractive content than their competition.

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Barrett Niehus with IP Ware Wealth and Income software <http://www.realtysoftware.org> Create wealth with real estate and retire rich today. IP Ware is actively seeking partners who want to improve their financial status and promote their organization.

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