

# Mini Sites -- Load Them With Information For More Sales!

By Tim Bossie

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Tim Bossie  
tim@glimmersmarketing.com

Glimmers Marketing Services <http://www.glimmersmarketing.com>

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Affiliate marketing, as a steady means of income, needs constant attention and neverending perseverance. The key to marketing affiliate programs is to always be promoting.

Of course, there are the productive methods of advertising as well as the waste of time and money types of advertising. We try to stay away from the wasteful promoting, but due to trial and error it can't be helped.

Although there is one way to get your message out that, when done right, will lead to more commission checks coming to you!

Mini-Sites are small one page websites whose only purpose is to drive traffic to another site that you are an affiliate of. Very simple concept with one little twist.

You absolutely CAN NOT sound like you're selling something!

It's a very delicate tightrope you have to walk in trying to persuade someone to buy something without actually selling.

The Internet is still the information highway. People are logging on to be buried in an avalanche of information. Learning and knowing about things is more important to people today than it has ever been. If you can provide these people with quality information about any topic, you'll sell more of the product that fits into that topic.

Information sells and your mini-site needs to be bursting at the seams with it.

Compatible with anything.

It really doesn't matter what type of affiliate program you are marketing. An informative mini-site will produce the traffic necessary to the main affiliate site for a regular commission.

Pick the right program.

Your first step in selling any kind of affiliate product is to make sure you pick the right one for you. It's true that affiliate mini sites will work for any type of affiliate program, but do you know something, or are passionate, about every kind of product available for affiliate sales? Can you write outstanding information about something you know nothing about? Pick a program that you feel strongly about and can keep people interested in long enough to get them interested in it.

Give plenty of tips.

Let's say you are marketing some fishing supplies. In your copy for the mini site you would want to give plenty of tips that people could use to catch more fish. Tips like the kind of lures to use in certain situations and for different types of fish. What kind of cover to look for when after big bass. What water temperature is best when fishing for landlocked salmon. The speed your trolling motor should be set at for better salmon strikes. There are all kinds of tips you can use to get people interested and to keep them reading.

Be subtle.

Let's stay with the fishing example shall we? Incorporate your affiliate links within your tips or when explaining a certain tactic. If you're explaining what types of lures to use, you could say something like.....

"If fishing in murky water a gold colored lure, like the ones here, will better simulate a real bait fish and not something artificial."

Using your affiliate link, you would link the word "here" to a page of gold colored lures at the main affiliate site. These types of links can be used very subtle and doesn't look like you're trying to sell them something.

Keep them coming back.

It's a fact that most of the time people will not buy something the first time they come in contact with it. It takes on average 7 times of repeat contact before the decision to buy is made. So, with that in mind, make sure you keep your mini site updated with new information and tips on a consistent and frequent basis for return visits and repeat exposure to your subtle little sales links.

Offer weekly tips.

Again using the fishing example, offer visitors a way to receive tips through their email, either in the form of a newsletter or a small weekly tip. This way you keep your mini-site fresh in their minds and you can slip in an ad for the main affiliate site.

Don't stop with just one.

Ok, now we get into the time consuming part of this whole affair. Do this with each and every affiliate program you want to market. Plus, make more than one mini-site for each one. This way, you get double the exposure through the search engines.

Affiliate Mini-sites is the tool you need to succeed at marketing affiliate programs and should be the main staple of your affiliate diet.

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Tim Bossie is a veteran of Internet Marketing and Internet Copywriting. His company Glimmers Marketing Services, <http://www.glimmersmarketing.com>, specializes in advertising, copywriting and coaching would-be netpreneurs to successful online businesses.

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