

Tactics Affiliate Marketers Need To Survive Online

Every affiliate marketer is always looking for the successful market that gives the biggest paycheck. There is no magic formula. You have to rely on good marketing practices and tactics that have been proven over years of hard work and dedication. There are tactics that have worked before with online marketing and is continuing to work in the online affiliate marketing world of today. There are three top marketing tips to increase your sales and let you survive in the affiliate marketing online. What are these three tactics? 1. Use single, unique web pages to promote each separate product you are marketing. Do not lump products together just to save some money on web hosting. It is even better to have a different site focusing on each and every product and nothing more. Hosting is very affordable (use a [reseller hosting account](#) to manage your own websites). Domains just cost \$10/year. Always include detailed product reviews on the website so visitors will have a good understanding on how the product will benefit those who buys them. Include testimonials from users who have already tried the product. You can also write articles highlighting the uses of the product and include them on the website as an additional page. Make the pages attractive compelling and include calls to act on the information. Each headline should attract the readers to try and read more, even contact you. Highlight special points. 2. Offer free reports to your readers. If possible position the signup form so that they simply cannot be missed. Create autoresponder messages that will be mailed to those who input their personal information into your sign up box. According to research, a sale is closed usually on the seventh contact with a prospect, so 10 follow up messages should be considered. Focus on important points like how your product can make life and things easier and more enjoyable. Include compelling subject lines in the email. Convince those who signed up for your free reports that they will be missing something big if they do not avail of your products and services. 3. Get targeted traffic to your product. Write articles for publication in e-zines and e-reports on each of your products. This way you can target your customers better and improve the conversion rates. Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and maintaining these articles you can generate as many as 100 targeted readers to your site in a short period of time. Keep building your list. Remember that maybe only 1 out of 100 people are likely to buy your product or subscribe to your services. If you can generate as much as 1,000 targeted hits for your website in a week, that means you can made 10 sales each week based on the average statistic. Conclusion. The tactics given above does not really sound very difficult to do. It just requires a little, regular time and a clear committed action plan on your part. Use these tips for several affiliate marketing programs. You can build and maintain a good source of income this way. In this business most marketers fail because not following these basic steps routinely.

About the Author

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