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# **Affiliate Programs - A Three Headed Monster**

It is not always the easy to determine what we should and should not do when promoting affiliate programs. This is when you need to go to an expert for advice. Below you will find what experts deem the three most significant factors when it comes to promoting affiliate programs.

What are these three tactics?

1. You should use a separate webpage for each affiliate product which you promote.

In other words, you should not simply post a bunch of products on one page, thinking that you are being efficient. Rather, your website needs to focus on one particular product.

Furthermore, your website should always provide product reviews to its visitors, so that visitors know the pros and the cons of the products which they are considering owning. Make sure that you include the testimonials of others who have tested the product. Make sure that your customers will permit you to post their names and pictures on your website for the subject 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 your special points. This will help your readers to learn what the page is about and will want to find out more.

2. Make sure that you get your the e-mail addresses of as many visitors as possible by offering a free report.

The best place to position an offer for a free report is on the top of the page. Create a useful report which can be sent to a visitor via e-mail. The key here is capturing the e-mail address of the visitor with an auto-responder. As research has shown, prospects generally do not make a decision to purchase until your seventh contact with them. If you do not obtain the visitor's e-mail address while they are on your website, chances are that they will purchase from someone else.

Essentially, only two things can possibly happen with the webpage alone: a) a closed sale or; b) the prospect leaving the page and never return again. By placing useful information into their inboxes at certain specified period, you will remind them of the product that they were considering, and will have a chance to influence their decision to buy. Be sure that the content is directed toward specific reasons to buy the product. Do not make it sound like a sales pitch.

All that you need to do, is look at what is important to buyers in your target market. Use subject lines in your e-mails which will grab the attention of individuals in this market by catering to their wants and needs. Make sure that the initial paragraph of your e-mail is equally as compelling as the subject line so that they buyer continues to read on. In your e-mails, you are not trying to directly sell the buyer. Rather, you are letting them know that they will be left out and nothing will change for them if they do not purchase what you are making available to them.

3. Get the kind of traffic that is targeted to your product.

Put yourself in the shoes of your website's visitor. If your website is selling weight loss items, and the individual who visits your website is looking for 101 ways to bake with high fructose corn syrup, they will probably leave your website, and never visit it again. Some of the most targeted traffic is generated through the publication of articles and online reports. Make sure that you publish articles and reports which focus on providing solutions for wants and needs of your target market. Thereafter, you can introduce the individual to the products or services which will satisfy these wants and needs.

Hopefully the sections above have contributed to your understanding of affiliate programs. Do not hesitate to express your new understanding of affiliate marketing with others. They will appreciate the knowledge.

You are headed in the right direction with [Affiliate Programs](#). Visit us and find just what you have been looking for on our [Affiliate Network](#), SOSComplete!

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