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# **Maximize Your Affiliate Marketing By Using Landing Pages**

A good way to promote your business is through affiliate marketing. You can have other internet marketers promoting your products and services. This will help increase sales and lead generation. It is cheap and very easy to do!

When you're ready to get started with affiliate marketing, keep these tips and suggestions in mind:

Decide on the affiliate marketing model.

One type of affiliate marketing that most people are familiar with is commission based affiliations. For example: you will only be required to pay your publishers or sellers for their services when you make a sale through their websites. However, there are other methods to choose from which are equally effective, depending on what your overall goals.

If you would rather build a list of subscribers, you can pay your affiliates for each person that they bring to you that subscribes to your list or for each lead they generate. you may be more interested in driving traffic to your site, if this is the case then you would pay them for each visitor.

Your landing page should be your main focus

You need to have your affiliates drive traffic to a Landing Page instead of a website. Landing pages convert traffic better because they are designed with the end goal in mind, to sell a product or generate a lead. They tend to convert at a higher rate due to the fact they have a single call to action.

It takes allot of time and money to build an effective landing page campaign. If you are like me, before creating something new; I look to see if someone has already created it. I found a company called [ad2action.com](http://ad2action.com) and they created a system that automatically creates landing pages on the fly with just a few clicks of the mouse. Through their software you can Create the page, add lead forms to collect data, send auto-responders or drip market, sell products and merchant the products as well as promote the landing page to your contacts using any major social network provider like Facebook, MySpace, Linkedin and more. They currently support over 100 networks.

Choose an affiliate networking company.

When you are done building you landing page for your product you will want to associate your self with a good affiliate network.

Examples of potential affiliate networks for your to look at include: <http://www.valueclick.com>  
<http://www.commissionjunction.com> <http://www.linkshare.com>

This list of networks seem to be popular among both merchant and affiliates based upon the large number of users they have.

Decide upon a monthly budget.

It is important to factor in a budget for your affiliate marketing. Start low and increase your budget as you dial in your campaign message and effectiveness of your affiliates. Don't forget to factor in the fees charged by the affiliate marketing website (network) when planning out your budget.

Track your results

The affiliate networking websites have plenty of tracking tools that you can use to monitor and map the performance and effectiveness of your affiliate marketing methods. This well help you to ensure that you are utilizing the correct tools and methods to maximize your ROI for your business.

Want to learn more about building a landing page with ad2action?[CLICK HERE](#) This article, [Maximize Your](#)

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