



20 AFFILIATE MARKETING
Conversion
Boosters

Affiliate Marketing Conversion Boosters

When you are promoting a product, it can sometimes feel like you're saying the same thing over and over again to your subscribers. The key to creating an abundance of content and driving traffic to affiliate offers is to keep it fresh and relevant to your audience. Variety is key, you just need to be a little creative. This list of 20 ideas will help you get started.

1. Write a review. Include a summary as well as honest pros and cons about the product or service.
2. Conduct an Interview with someone who has used the product. Have them talk about why they bought the product, what problem the product solved, and how they're doing now?
3. Create a "how to use the product" article series. Show people why the product solves their problem and how to use the product effectively.
4. Create a how to use the product video. Publish the video on YouTube. Use it on your blog and social media accounts.
5. Write a list of tips. Share a list of tips on how to use the product or tips to solve their problem. Or create a list of tips and one of those could be used for the product you want to promote.
6. Create an infographic. Create a visual representation of product benefits and show prospects why the product is effective.
7. Create a comparison chart. Highlight your product alongside similar, but inferior, products.
8. How about showing yourself using the product in a photo or video, share it with your audience.
9. Conduct an Interview with the seller and record the interview. You can then publish the audio recording and transcript.
10. Host a webinar to go over the problems that the product solves.
11. Write a short report covering the problem you are trying to solve and lead the reader to the solution you are promoting.
12. Create a 5-Part e-course around the product.
13. Include it on your resource page if it makes sense to do so.
14. Send a special promotion email to your list and offer a coupon or valuable bonus.
15. Write a Q&A type blog post, cover questions people might have using the product or the problems the product solves and why.
16. Do you use the product? Write a blog post on your own experiences.
17. Guest blog. Talk about a problem the product solves on a relevant but not competitive blog.
18. Identify a single feature of the product that resonates with you and write a blog post about that.
19. Create an email series. Talk about the different benefits the product provides. Start by highlighting the big problem your reader is facing.
20. Hold a contest.

As you work your way through this list of ideas, I am sure you will come up with ideas of your own. When you do be sure to write them down, add them to the list. Each time you promote, you can make sure you keep your content fresh and relevant to your readers.

How To Evaluate Good Affiliate Programs

There are many different affiliate programs and products that are available to promote. Before you sign up for a program or promote a product, there are some key factors to consider. This checklist can help you understand what you're agreeing to before you start promoting.

Payouts – Look for programs that offer a good commission percentage. For example, Amazon.com generally pays between 3% and 6% for a sale. Other companies may pay as much as 50 -75% or higher. Typically, physical products pay less percentage wise than digital products. Are you getting paid for the lead or the sale, sometimes you can get both.

Cookies – Cookies are markers that tell a company where visitors are coming from. It helps them know which affiliates are sending visitors and when they're sent. These cookies can last anywhere from a few days to a lifetime. Let's say a company sets their cookies at 30 days and your visitor makes a purchase on day 31, you don't get the commission.

Conversions – Does the company sales page convert? Will it turn the prospects you send them into customers? If the sales page isn't effective, then you're putting effort to pre-sell and then not making any money. Look for programs that have a high converting sales page. If you really want to promote a product with a poor sales page you will have more work to do in your pre-sell to overcome that.

Evaluate their Earnings Per Click – Earnings Per Click (EPC) is a metric used to determine the average earnings. It is a very important metric for you to track.

Marketing Support – You'll find a variety of support levels. Some affiliate programs give you tons of content to use to market their products. Others give you an affiliate link and that's it. The rest is up to you. Some also offer incentives, contests, and they work hard to make it fun and profitable for you.

Reputation – Check out the reputation of the product you are considering promoting. Many affiliate marketers try out the products before they promote them. You want to consider doing this. You are putting your reputation on the line, especially if it is a poor product.

Payment Practices – How often does the program pay commissions? Some affiliate programs pay quarterly; some pay as soon as you earn a commission. Also, is there a minimum amount of sales you must reach before they will pay you?

Relevance and Promotion Potential – Be realistic when evaluating an affiliate product based on how you might be able to promote it. Some products are easily woven into your current content and marketing strategy. Others may require a lot of additional content or a change in marketing direction.



We hope that you found this information helpful. If you want to learn more about affiliate marketing or take your affiliate marketing business to the next level checkout:

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