

Five Ways to Increase Your Affiliate Sales

Most home business owners are involved with affiliate marketing. As an affiliate marketer, a combination of techniques can be used to promote your affiliate website and/or link. Here are five things you can do to help with your promotional efforts resulting in increased affiliate sales.

1. Become an "expert" on the product

The most successful affiliate marketers are "experts" on the products they promote. To become an expert, it's highly recommended that you purchase the product yourself to gain first-hand experience using it. If you cannot purchase the product, you must thoroughly research it until you become familiar and knowledgeable enough to promote it.

2. Participate in chat rooms related to the product

You can start your own chat or join an existing one. Do not try to sell initially, but during your chat, mention the product you're promoting and describe its benefits. If there is interest in your product, you can then refer them to the product through your affiliate link. The same concept holds true for forums and discussion boards.

3. Write your own affiliate program ads

Most merchants will provide pre-written ads for their affiliates to use. If you write your own ad, or make significant changes to the one that's pre-written, your ad will stand out from the others. Done properly, this will give you a great advantage over those affiliates that are using the same ad as everyone else.

4. Create a free newsletter or ezine

Submit your newsletter to the ezine directories and promote it on your website. Keep in mind that most subscribers are interested in receiving "information" that can help them. If you use your mailing list solely for selling, you will never gain credibility and will end up with a high unsubscribe rate. After you've developed a relationship and the trust of your subscribers, you can then recommend the products you are promoting

5. Create a free ebook

As part of your ebook, include an advertisement and a link to your affiliate website. The ebook can be given away free or used as an incentive to sign up for your newsletter. Submit your ebook to the ebook directories and offer it to other webmasters for inclusion on their website. The more exposure your ebook receives, the more sales you can make.

By using the techniques outlined above and always striving to become an "expert" on the products you promote, you are sure to see an increase in your affiliate sales resulting in higher commission payments.

Source: <http://www.articlecircle.com>

About the Author

John Purdy is an affiliate marketer and operates his own internet home business. For access to free affiliate programs, work at home opportunities and other resources on the home business industry, visit his website at: <http://www.home-business-concepts.com>.