

Information Marketing - Part 3

Affiliate Traffic

Step 1 – Setting Up

- * 1 Tier or 2 tier?
- * What commission level to give?
- * Cookie length?
- * First or last cookie wins?
- * Affiliate agreement (no SPAM, cookie stuffing)
- * Affiliate tools

Step 2 – The Signup Page

- * Sell your affiliate program
- * Make it easy

Step 3 – Recruit Affiliates

- * Google – simply search (high traffic. optin form?)
- * ClickBank products
- * JVNotifyPro.com
- * Forums/Blogs (owners/active members)
- * Networking at events
- * Become an affiliate for someone else first
- * Look for an introduction
- * Send a gift
- * Make your customers your affiliates

Step 3b – Recruitment Tips

- * Show them results (conversion stats, testimonials)
- * Explain why it matches their list
- * Use a database to monitor responses – follow up
- * Use the phone, Skype, Facebook, Linked In, Snail Mail, Email...
- * Play to their ego (research your target)
- * Do the hard work (and easy work) for them
- * Get an affiliate manager

Step 4 – Manage Affiliates

- * Communicate regularly
- * Provide new tools often (custom tools for big affiliates)
- * Thank them when they do well
- * Send personal email for first sale
- * Send special bonuses if they do well
- * Run competitions during launches

Action Steps

1. Setup affiliate program
2. Add affiliate tools
3. Research affiliates
4. Recruit affiliates