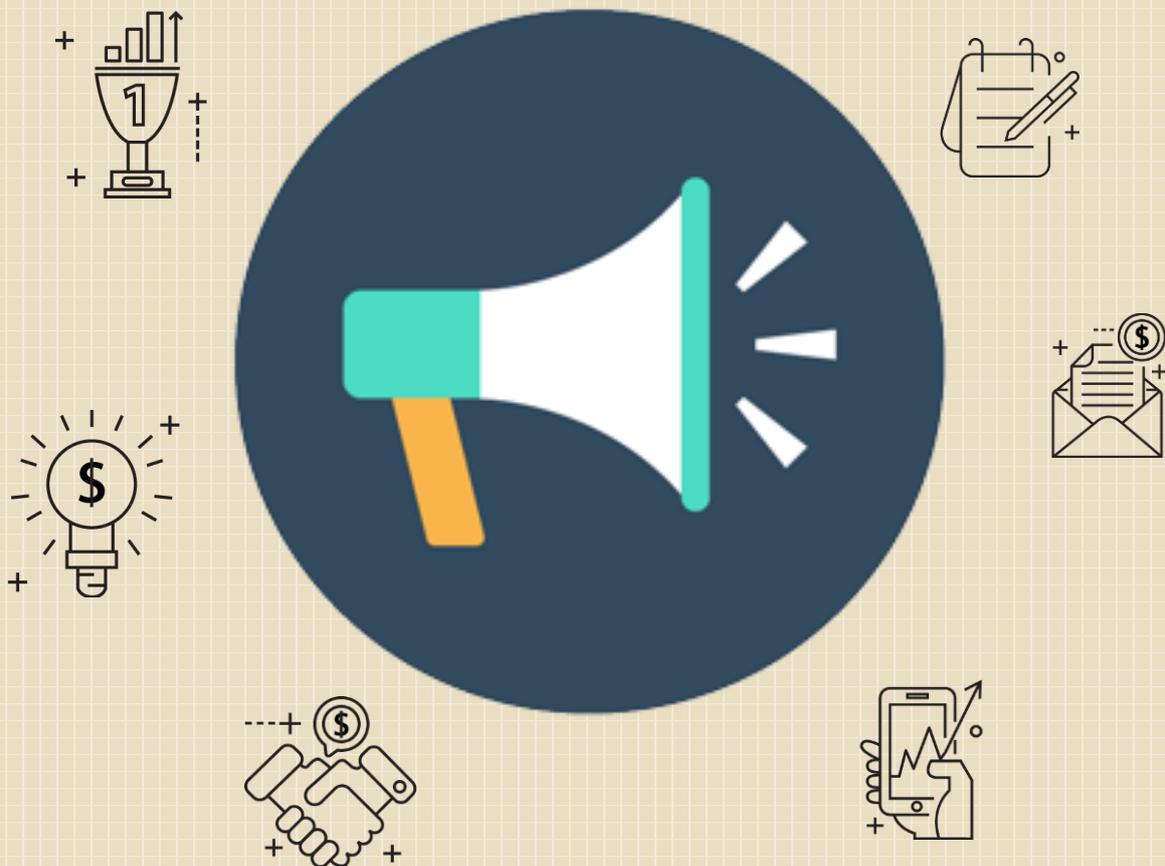


8 SMART

Quick Ways to Get Traffic to Your Affiliate Offers



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Introduction

Do you know what the key is to selling a lot of affiliate products?

It's this: taking consistent steps every day to promote your affiliate offers.

If you're wondering what kind of steps to take, you're in luck. That's because you're about to discover the 8 smartest things you can do to promote your affiliate offers. Take a look...

1. Get Prospects On A Mailing List

You already know this. Maybe you've even started building your list. But have you segmented this list according to more narrowly targeted interests? And are you following up with this list?

The good news is that you can do a lot of the follow-up automatically, using your [autoresponder](#). Here are specific ideas and tips for following up:

- Send out a multi-part series. For example, send out a five-part series called, "The Five Steps To Creating a Bestselling App," or "The Five Secrets for Growing Prize-Winning Roses."
- Focus on promoting just one offer. Every email you send should promote just ONE offer. If you promote multiple offers, your prospect will face too many choices and is likely to not choose any of them.

TIP: The exception here is if you're sending out a gear list, which is a list of all the tools and resources someone needs to achieve some goal.

- Offer emails that are part content, part pitch. The content should naturally lead to the paid offer. For example, if your email is teaching people how to set up a

blog, then you can promote a WordPress plugin within that email.

- Send out a variety of emails. This includes long articles, short tips, emails where you ask for feedback and opinions, emails that direct to your blog or social media platforms, solo ads, case studies, product review or comparisons, links to video tutorials, etc. Create a variety of content and see what your audience responds to the best.

Now the next promotional idea...

2. Go Viral

The idea here is to get people in your niche talking about your affiliate offers through the use of viral marketing. In other words, let your prospects and customers spread your marketing message among their networks.

Here are tips for optimizing this strategy:

- Keep it short. Anything that's quick and easy to consume is more likely to go viral. This includes memes, infographics, quotes, short articles, short videos (less than three minutes), and similar content.
- Create share-worthy content. This is the most important factor in creating good viral content. You need to share content that creates an emotional response. This response might be:

Wow, I've never seen anything like this!

Whoa—this is such a clever idea!

This is so inspiring!

Awww...

Ha ha—love this!

This makes me so mad—I want to do something.

- Offer a call to action. People are much more likely to share content if you specifically tell them to do so.

E.G., “Click here to share this with your friends and give them a big smile...”

- **Bonus tip:** give people an incentive to share the content. You might offer them a valuable and desirable freemium in exchange for them sharing your content on social media.

Next...

3. Become a Guest Blogger

A good way to get exposure, establish yourself as an expert in the niche, and drive targeted traffic back to your site is through the use of guest blogging. Here are tips for optimizing this strategy:

- Look for blogs in your niche that accept guest authors. You might start with a Google search to see if anyone in your niche has put this sort of list together (e.g., “list gardening blogs that accept guest articles”). Or you can search directly for these blogs (e.g., “gardening blog guest author,” “gardening blog guest article,” “gardening blog submit article,” “gardening blog content submission guidelines”... etc.).
- Read and follow content submission guidelines. Popular blogs get a lot of submissions, so they’ll toss yours out in a millisecond if you don’t follow their submission guidelines to the letter.
- Offer exclusive, unique content. Blog owners don’t want to publish content that’s already been published all over the web. That’s why you’ll have a better chance of your content getting submitted if you give them something unique.
- Use your byline wisely. Don’t use it to talk about yourself. Instead, use it as a mini advertisement to drive traffic back to your site. E.G., “Did you like this article? Now you can get five more tips for doubling your conversion rate by clicking here...”

Next up...

4. Do Webinars

Holding a free webinar, along with the owner of the product you're promoting, for your prospects comes with multiple advantages, including:

- You can use it to build relationships with your prospects. Delivering good content will build trust.
- You can use it to build a list and/or segment your existing list. Just be sure to have all webinar participants register by signing up for your list.
- You can use it to generate sales for your product. You can promote the product from within the webinar as well as in the follow-up emails to your new list.

This strategy is especially effective if you're [promoting high-ticket offers](#).

Here are two tips for optimizing this strategy:

- Create high-quality content. People don't want to watch a webinar if it's all one big pitch. Instead, deliver part of the solution inside the webinar, and then promote a product at the end that delivers the rest of the solution. In other words, the webinar content should naturally lead to the paid offer.

Example: If you're selling a weight-loss book, then offer a free webinar with "7 Surefire Tips For Getting Your Beach Body."

- Engage people. Don't just blast out a webinar that's little more than a one-way dialogue. If people wanted that, they could just watch a video. Engage your audience. Ask them questions. Encourage them to ask you questions.

Here's another idea...

5. Use Multimedia

This is a very simple idea, but it's very effective: simply use video promos to reach a wider audience. You can even add a video presell page alongside your regular presell page to accommodate more of your prospects' preferences for the way they receive information.

TIP: You can either pick up a camera and do a quick "talking head" video (which is great for building trust), or you can produce a professional slide-share video using PowerPoint™ and screen-recording software.

Here's another idea...

6. Purchase Advertising

Don't overlook paid advertising. Often this is the **quickest** way to drive highly targeted traffic to your site.

Here's where to place these ads:

- Facebook Ads - This is a highly targeted platform, as you can define your audience very narrowly by demographics and even behaviors.
- Google AdWords. This is a pay per click platform, so your ads will show up alongside the organic search results.
- Sites In Your Niche - You may know about some of these sites off the top of your head already. You can also find them by searching Google for your niche keywords alongside words like "advertisers" or "buy advertising."
- [Solo Ads](#) - Solo Ads allow you to advertise to a list of subscribers (that belongs to another email marketer) within your niche. It's worth investing some money to see how well your ads do in this method.

Here's another idea...

7. Tap Into Social media

Social media is a great way to engage your prospects, build relationships with them, and then drive them to your sales pages and lead pages. For best results, focus your efforts on the top social media platforms, including:

- Facebook
- Twitter
- LinkedIn
- Google+

Now here's a specific way to tap into social media to drive traffic back to your site: run a contest.

People will need to join your list in order to enter the contest. And you can even give people extra entries in the contest by telling their friends about it.

Another Smart thing you need to do...

8. Test and Track

One of the best ways to put more money in your pocket is to test, track and tweak your presell pages and ad campaigns to boost your conversion rates. For best results, follow these two tips:

- Get your hands on a good tracking tool. Google Analytics is good. Platforms like Facebook ads have built-in tools. You can also use click and conversion tracking tools such as [BuildRedirects](#).

Focus on factors that will make the biggest impact. That includes page headlines, calls to action, and pricing.

Conclusion

You just discovered the 8 smartest things you can do to promote your product. Any one of these methods will produce great results for you. Even better is if you put in place a strategy for implementing all of them. So start snapping these pieces in beginning today, because I think you'll love your results!

RECOMMENDED RESOURCES

1. [Facebook Ads Blueprint](#) - An Easy-To-Follow Guide For How To Take Control Of Your Traffic... Using Facebook Advertising.
2. [A Crash Course In YouTube Ads](#) - How To Drive Virtually Unlimited Traffic With YouTube
3. [Wayne Crowne Solo Ads](#) - Wayne Crowne is a good provider of solo ads. He's also the founder of Traffic Domination.
4. [Generating Traffic Improving Conversions](#) - Visit my Resources Roundup page for an ever growing listing of articles, guides, courses, tools and other resources related to generating traffic and improving conversions.
5. [BuildRedirects](#) - a click and conversion tracking software for all marketers. It's simple, fast, reliable and allows you to have total control over your traffic in ways that no other software allows.