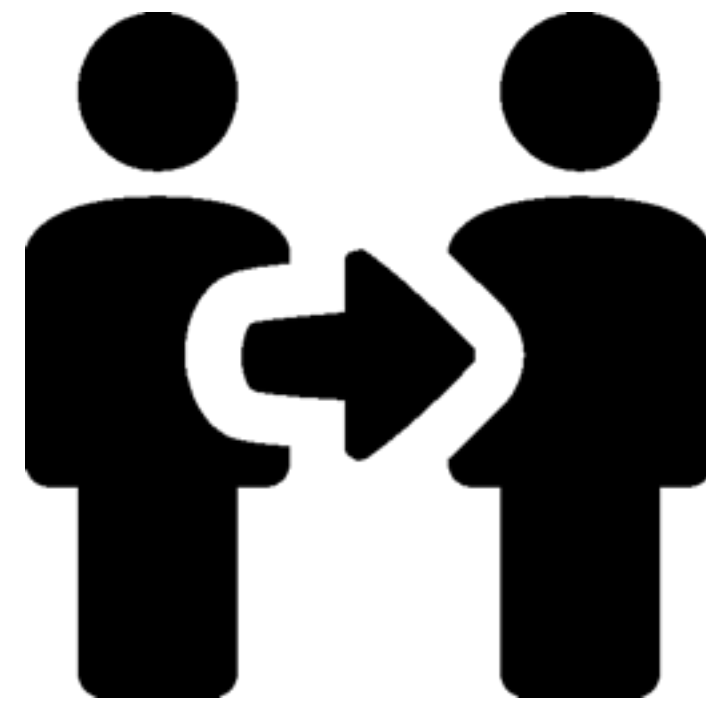


Affiliate Marketing 101

The absolute basics you need to know BEFORE promoting.



A Systemic Approach To Affiliate Marketing

There's lots of money to be made by promoting other peoples products as long as you understand the way it works and you create a plan that will maximize the time of your promotion.

How It Works And How You Get Paid

- ▷ Affiliate platforms and market places serve several purposes. Primarily they facilitate the commission process for every transaction and provide a place to select products to promote.
- ▷ The affiliate platform connects the affiliate with the vendor by providing you with a unique “affiliate link” and recording all the clicks and sales made through each specific link.
- ▷ Affiliate links are often cloaked to mask the long or ugly ID, but most importantly to control the traffic flow AFTER the link has been deployed.
- ▷ Cookies are little tidbits of information that your web browser saves about the things you click on and places you visit. Your affiliate link sets a cookie on the visitors computer.
- ▷ JVZoo uses a system called “Adaptive Payments” to instantly pay both the vendor AND the affiliate at the point of sale through Paypal. Other networks usually have a payment period.

Selecting Products To Promote

- ▷ Product launches happen all the time now a days and you should take the opportunity to capitalize on the energy and the urgency that comes with a product launch special.
- ▷ You may want to select a product from a vendor that will reciprocate. Why not mail for someone that will return the favor as opposed to someone that wont.
- ▷ The affiliate network marketplace is a great way to find products because you can see the recent performance history before you promote.
- ▷ Pick products that will appeal to your audience not just products that “sell well. Traffic and target audience congruence is of paramount importance.
- ▷ Consider the reputation of the vendor and product you are about to endorse because who you promote is a reflection on your business ethics.

Metrics

- ▷ EPC is the most important affiliate metric. EPC stands for Earnings Per Click and represents how total commission earned divided by unique clicks sent.
- ▷ Conversion refers to the amount of people that convert from visitors to buyers. This will vary depending on the sales process and the temperature of the traffic.
- ▷ Whenever possible, refunds are an important thing to look at BEFORE you promote something. Because EPC's only matter when you can actually KEEP the money you earn.
- ▷ Vendors often brag about incredible conversions and EPCs immediately after the cart opens. Be patient, early metrics are usually comprised of HOT traffic and test purchases.
- ▷ Commission percentages should never be below 50% unless you're promoting a SERVICE, I love promoting products with greater than 50% commissions on the front end.

Know The Product

- ▷ You should always ask the vendor for a review copy and actually check out the product BEFORE you promote. The product should be COMPLETE and ready for sale.
- ▷ Learn about the product so that you can answer questions and create informative marketing materials for the promotion.
- ▷ Subscribe to the JV blog and stay up to date with what's going on, there are often spot contests and even important date changes
- ▷ Know the launch details, know what's happening and when its happening - payment plans introductions, bonuses being added - exact end date/time.
- ▷ Use your knowledge of the product to craft compelling email copy, blog posts, VIDEOS and articles for your promo campaign.

Remember

There are an abundant amount of evergreen products to promote out there and there are multiple launches going on daily that you will be able to promote. You should **do your research and fully understand the product** before you embark on a promotion campaign.