



TIPS TO BECOME A SUCCESSFUL AFFILIATE MARKETER



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Success in affiliate marketing can mean earning millions of dollars every month. The very best players in the market achieve this level of earnings on a regular basis. How do you reach this level of success? Check out these tips to start:



SELL THINGS AND SERVICES THAT YOU ARE KNOWLEDGEABLE ABOUT

It is easier to become an effective affiliate marketer if you know what you are talking about. If you create a website about a niche topic, experts in the industry will eventually check your websites and view your content. The experts in the industry will know if you are only posing as an expert. If an expert in the niche exposes you, you may end up losing credibility with your audience.

As we've discussed earlier in the book, it is easier to have people obey your suggestions if they see that you are an expert in the topic. Because of this, it is ideal if you start your affiliate marketing career in a niche topic that you are an expert on.



In the beginning, focus on providing good quality content and getting traffic. Many aspiring affiliate marketers focus too much on earning their first buck. If you have this mindset from the beginning, you will be disappointed when the income is slow as you are just starting out. Instead of focusing on the income, shift your focus on the process of creating high quality content first. After you've created your first few articles and videos, turn your attention to getting people to see them. This book provides you with the tools on how you can do this part of the process. All you need to do is avoid worrying about the first few bucks and shift your focus on catering to the needs of your audience.

KEEP YOUR ONLINE ASSETS ACTIVE

Aside from creating content and driving traffic to them, you should create a system for keeping your online assets active. You will need to work hard and work smart to achieve this. In the beginning, you will not have a lot of funds to work with. You will be using your personal funds to pay for the business. Because of this, you will need to do much of the work yourself in keeping your website and your other social media assets active.



As you start to earn money, you can reinvest part of it back to the business. Instead of spending all of it, you could use part of the income to hire a VA, as suggested in earlier chapters. Hire them to do simple projects like creating a series of related articles or for managing your social network posting schedule.

Hiring a VA is worth the money if he or she can take tasks that you hate doing. If you do not like communicating with other website owners and bloggers for guest posting, you could have a VA do the email tasks for you. All you have to do is to instruct him or her on what to do, state the steps for his or her work process and supervise everything he or she does every day. By letting your VA do some of the work, you will be able to shift your focus to getting more traffic and continuing to grow your business with high quality content.





DON'T STOP WITH ONE WEBSITE

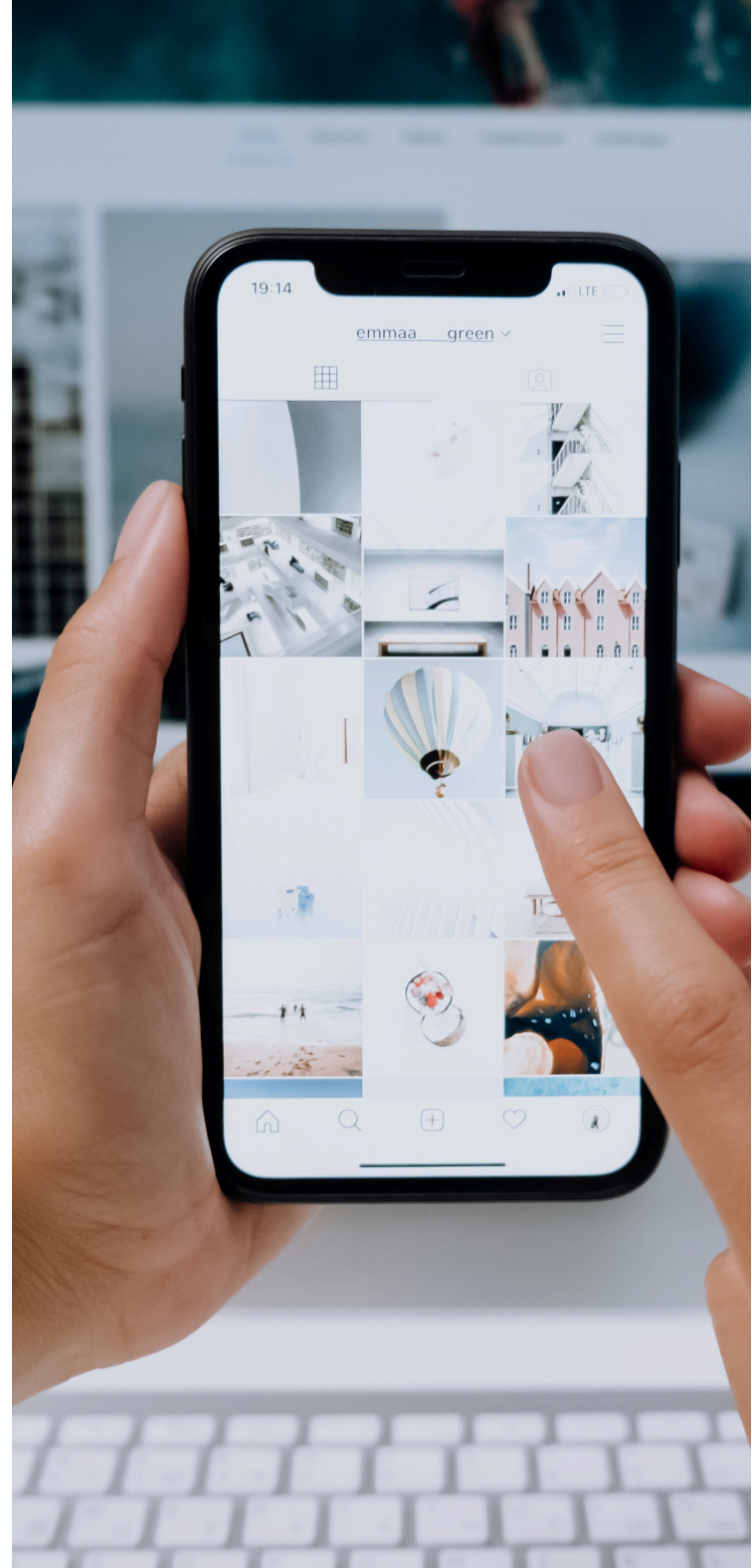
There is a limit to the potential of a niche topic. Let's say that your website is about scuba diving and your content is focused on diving related articles and videos. In the process, you use your content to promote scuba diving related gear and equipment. Even if you do get the top spot in Google and your social media pages and accounts become super popular, your success will be limited by the number of people who are interested in scuba diving. If something happens that makes people want to avoid scuba diving (like news about scuba diving accidents), your business may suffer.

To prevent these types of events from damaging your business, you should diversify and explore other niches when you are contented with your first website. This way, you will be able to earn from other niche markets.

You will need to make sure that your first website is earning and self-sustaining before you commit to working on another one. This way, you can leave the operations of that one to one of your VAs and only go back to it once or twice every week.

LEARN TO CROSS SELL RELATED PRODUCTS

In each of your affiliate marketing websites, you will have one bestselling item. Sometimes, the product that sells best is something that you are not promoting. A scuba diving website for instance may sell more Go Pro accessories than actual scuba gears and equipment. To maximize the growth of these websites, you need to learn about which products are most effective to promote. You also need to learn how to promote related products. When showing a video in your website for instance, you could mention the type of camera that you used to shoot that video and have an affiliate link pointing to that camera in Amazon.



CREATE A CORE TEAM TO GROW YOUR BUSINESS

The most important part of growing your business is having people around you that you can trust to help you out. As you become more successful, you can hire people to do the work for you. Whether they are virtual assistants or real employees, you should try to keep them if they can do good work.

Each person in your group should play an important role in the group for increasing the income of the business. Keep a core team of great performers and compensate them well so that they will stay with you. You can even take in business partners if they are willing to chip in with the capital of building the business.

REINVEST PROFITS TO GROWING YOUR BUSINESS

With affiliate marketing, you are using your money to earn more money, especially if you start using paid methods of gaining traffic. In the beginning, the risk is high and there is good chance that some of your ad campaigns will lead to losses. Everything changes however, if you manage to match the right group of people to the right affiliate program. By following the tracking practices discussed in the previous sections, you will be able to make your ads target and reach the right kinds of people.

When you find success with your ad targeting and affiliate program, you should try to maximize profits by increasing the scale of your add campaign. To do this, you will need to reinvest the amount you earn from your affiliate marketing ad campaigns. Use it to fund more ad campaigns or to promote new products to the same audience. If you successfully promoted a camping tent to a group of audience for example, you could cross sell other camping equipment to them. You could then use part of the profits from past campaigns to fund this one.



RENEGOTIATE THE TERMS WITH THE ADVERTISER

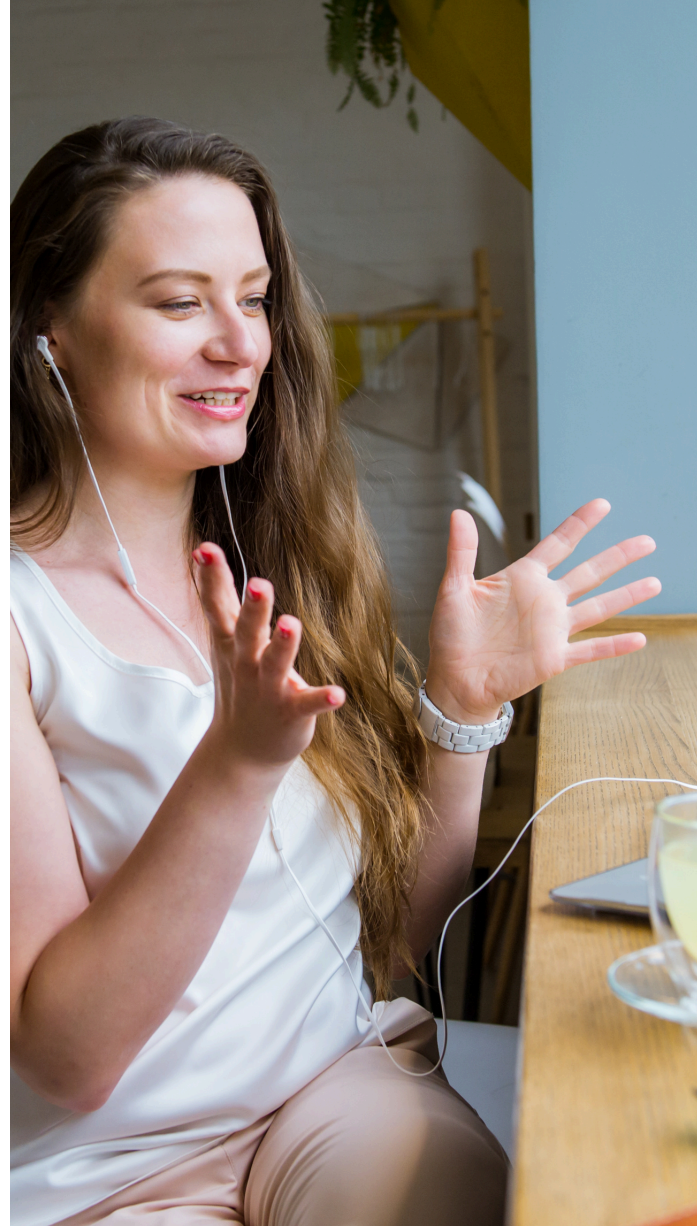
If you experience success in promoting a specific product, you may be able to find some leverage to negotiate with the advertisers. You will not be able to do this with big online retailers like Amazon or eBay. However, you may be able to do it with some affiliate networks.



You will be able to contact the advertiser through the support team of the affiliate program. When negotiating, you can ask for special perks that are not available in the regular affiliate marketing program. For example, you can ask for higher commission rates to keep promoting their products. You will need to have a long relationship with the advertiser to be able to ask for something like this. You also should be bringing in a lot of sales for you to be able to demand a pay raise.

You could say for example, that a competing company has contacted you to promote their products and that they are offering a higher commission rate for products of the same price. You could then ask the advertiser if it is possible for them to match the offer.

You could also ask for other types of requests from your advertiser. For example, you could ask for a special promotional coupon that is specific to your website. When a person uses your coupon, the sale is automatically assigned to you. This is a common practice among affiliate marketers who create video content. For this type of affiliate marketers, links are ineffective because they cannot just put links on their videos. YouTube linking features for example, usually do not show in the same way when viewed from mobile phones.



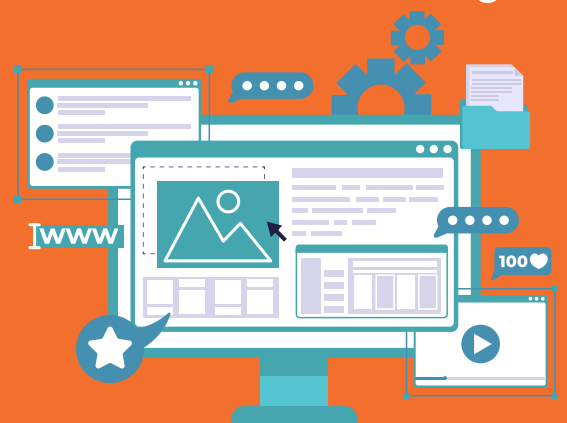
Because of this, many video content creators miss some affiliate sales. Instead of using links to validate a sale, they use coupons because they can mention the coupon code in their videos. The viewers are also likely to use the coupon because it will give them a discount. If you show strong sale numbers, you may be able to ask for this kind of set up from your advertiser.

DON'T JUST CREATE WEBSITES, CREATE BRANDS

Your website just serves as the headquarters for an entire network of content marketing assets. The entirety of your online business spreads far beyond the webpages of your website. To make the most of your online assets and all the expenses you put into building and developing it, you should create a brand.

A brand is a business entity that is easily recognizable to the consumers. When your website becomes familiar to the average internet user, you no longer need to write your website name and your tagline for them to know what your website is about. Instead, you only need to show your logo and the visitors will understand what your brand is about. Together with being easily recognized, brands are also associated with certain qualities that are unique to their products, services and company culture .

In the same way, you can also build your website and all your other assets to represent your brand. While your primary method of earning is called affiliate marketing, your business is actually called a content marketing business. With this type of business, you are using your content to drive attention towards your online assets. In the process, you make suggestions in your content that lead to affiliate marketing sales.



A branded content marketing company is not new. All news websites and online magazines are considered content marketing companies. You can also transition your small affiliate marketing website to become a strong content marketing brand. To do this, your audience needs to see positive qualities that they will be able to associate with your brand. Start by making sure that your website and your social media assets are updated in a consistent manner.

You could include a blog in your websites for example, where you talk about tips regarding your affiliate marketing niche. The constant addition of new content will improve your SEO ranking in some keywords. It will also give you something to share organically in your social networking pages. If people expect your website to update regularly, they will remember to go back to it every now and then. While not all of these people will buy from your affiliate links, many of them will help in spreading your content, increasing the reach of each post in your website.

Aside from posting content consistently, you should also aim to continuously improve the quality of your content. If you post spam in your social networking pages, people will associate your brand to spamming. To prevent this from happening, you should only post high quality content in your website. You should not just create and post content for the sake of checking the task off your to-do list. Instead, you should focus on making content because it will be useful to the people who regularly visit your website.



WEBSITE

To further establish your brand, you want to maintain a consistent image in all of your online marketing assets. Your logo, name and website tagline should be the same in all these assets including your website, your social media accounts and even your offline presence. The way you talk in these assets should also be the same. If you are using professional English in your website to attract professionals, you should also use the same way of talking in your social media communications. If you choose to make changes in your brand identity (like changing the logo), you should do it simultaneously in all your online assets.



Lastly, the most important quality of a brand is its staying power. Most of us do not actually know how profitable our favorite brands are. Because of this, most people judge whether a brand is successful or not based on its staying power. Brands that still exist are considered strong and those that are becoming less relevant, are considered weak. To establish that your content marketing brand is strong, you should maintain your consistency of posting and creating content. Every now and again, you could create promotions and special events for your readers.