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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #15:

4 Quick Tips for Setting up Your Own Affiliate Program

The goal of developing an info product is to make sales – and a lot of them, right? In order to do so, you'll need to get traffic to your website.

One of the easiest and most effective ways to do that is by starting an Affiliate Program. Your affiliates will become an amazing asset to your business, since their job will be to promote your product for you. The best part? You don't pay them until they make you money.

There are some decisions you will have to make first, and these 4 quick tips will help you on the way to making more sales.

Quick Tip #1: Choose The Right Technology... for You.








One of the first decisions you'll have to make is which program or script you'd like to use to process payments and manage your affiliate program.

There are many different options, so it's helpful to weigh the cost and benefits of each service or program. You can use your own script, join an affiliate network, or use a shopping cart service with a built in affiliate program.

Running it yourself on a Script: Your own script and server will track your affiliates' sales and the amount owed for those sales. It is then your responsibility to go in and pay your affiliates when their commission is due.

Affiliate network: An affiliate network will generally do all the tracking and affiliate recruiting for you, as well as make

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the payments each month. The affiliate network will then charge you a percentage for utilizing their service.

Shopping Cart Services: There are also shopping cart services that will help you to manage your infoproduct business and your affiliate database. You will normally have to do more affiliate recruitment rather than depending upon an affiliate network's large database, but you are much more in control than with the other alternatives.

Quick Tip #2: Make Resources Available

Affiliate marketer are inundated with different products in many different niches. It can be extremely difficult for you to stand out from all of the options.

As a product seller, you'll want to do everything in your power to stand apart from the crowd and grab the attention of potential affiliates. One of the best ways to do that is to offer your affiliates plenty of resources so they can get their promotions up and running quickly and easily.

Some resources you might consider offering your affiliates might be graphic banners, articles, sample excerpts of your product, marketing plans, and more. Remember, the easier you make it to promote you, the more sales both you and the affiliate will make

Quick Tip #3 Request Feedback from your Affiliates

The best way to find out what is working and what isn't working is to communicate with your affiliates. If one month there is an abundance of sales and the next nothing it is wise to communicate with your affiliates to see if something is up.

You can easily create a survey online with OneMinuteSurveys.com – or just email your affiliates and ask them to respond.

Any number of factors may be causing the dip in sales. You may discover that a new competitor is enticing your affiliates more,

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they may think that your resources are not doing the job they should, or maybe your payments haven't been on time. Whatever their answers may be, it will help you to make the necessary changes to get sales moving in the right direction again.

Quick Tip #4: Make Yourself Available

If you are not willing to set aside time to ensure the success of your affiliates, you most definitely will lose them. Make sure your contact information is easily displayed for those who might want to get a hold of you with questions or concerns. Be sure to offer an option other than a single email address, just in case there might be email glitches that prevent your affiliates email from reaching you. Set up a forum, blog, or social media hub where your affiliates can connect with you. Other options – offer phone help or host q&a webinars.

Also, providing contact information shows that you are a credible and experienced marketer. This is especially important if you're running your affiliate program through your own script. Unfortunately, too often affiliates work hard promoting and selling a program and never receive their commissions. You should always make sure that your affiliates are confident that this will never happen to them while they are working with you.

Starting your own affiliate program is an excellent way to sell more of your products. There are many affiliate marketers out there who enjoy the fact that they don't have to create the products but can still make money from promoting them. At the same time, you have to realize that there are other opportunities out there, so your affiliate program needs to stand apart from the others. Make yourself available and give your affiliates the tools they need to succeed. You'll create a loyal fan-base of affiliates... and your bank account will certainly thank you for it.

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