



Affiliate Marketing Guide

For iThemes.com, PluginBuddy.com
& WebDesign.com

Long gone are the days when you could simply slap a banner on your website and make sales through affiliate programs. Website surfers are immune to banners and “suffer” from what is commonly called “banner blindness”. Graphics are pretty and still have their place, but if you want to get serious about affiliate marketing you’ll need to go further than that.

This **Affiliate Marketing Guide** includes 16 surefire ways to help you generate an income from the [iThemes](http://iThemes.com) / [PluginBuddy](http://PluginBuddy.com) / WebDesign.com **Affiliate Programs**. The great thing is, you can apply these tips to all the affiliate programs you are involved with.

1. Get to know the Products: You can better promote a product if you are familiar with it and like it. We’re not just saying this to get you to buy our products, but a personal recommendation and good product knowledge goes a long way.

You may not be able to try every product you promote, but it is well known that affiliates that use the product will make better sales.

2. Write Your Own Recommendations & Ads: You can always take any pre-written text provided in our affiliate program and see how they work for you, but it's generally better to write your *own* recommendations and ads. They add a personal touch that will persuade people to find out more.

Tips for Writing Ads & Recommendations

Be Aware of Your Target Reader's Needs: Understand benefits (most important!) and features of the products that will appeal to them.

Share Your Experience: Give concrete examples of how the product has worked for you. Don't just say you love it...illustrate the *benefits* it has provided to you.

Give Information, Not Necessarily A Sales Pitch: They'll get a sales pitch when they get to our website. Keep the tone informational and friendly...gain trust of your reader first. Your job is to warm up the visitor to our product. We'll close the sale.

More Internet Writing Tips

- *Use a provocative, attention-getting headline:* Ask a question: give a hard to resist benefit; tell your visitor how you've benefited from the product.
- *Prove your claims:* Don't say, "It worked for me". Say, HOW it worked for you. List concrete benefits of using the product, how you implemented the use of the product and what results it produced.
- Avoid excessive exclamation points!!!!!! It looks like insincere hype.
- Avoid excessive capitalization. WRITING IN ALL IN CAPITAL LETTERS IS LIKE SHOUTING! Don't yell at your readers, okay?
- Keep it simple. People tend to skim while reading on the net and it can be hard on the eyes. Some ways to do this are to:
 - Break up your paragraphs into bit-sized chunks
 - Use headlines and subheadings
 - Write in short sentences with simple language

3. Never Expect a Banner or a Graphic to Do All the Work for You: "Banner blindness" is a common phenomena as we've already mentioned. In other words, people ignore banners. Although graphics can grab the attention of a website visitor, text and information is what they're looking for when they want to buy.

4. Create a Whole Page Review Dedicated to the Product: Now, we're not trying to bully our way into your website by asking for a whole page. The fact of the matter is, full pages work. Your full-page feature will serve as the focal point of many of your promotions.

Benefits of Full Page Recommendations:

- Permits targeting specific keyword phrases to rank well on search engines.
- Commands your visitor's full attention.
- Allows you to go into detail about why you like and recommend the product. Include product benefits, features, personal experiences, graphics and anything else you feel is relevant. You can NEVER give too much information.

- Helps you warm up your visitor to the product before sending them to the website for a sales pitch.

How to Use Your Full Page Recommendation:

- Optimize your page for search engine visitors. Do your keyword research (<http://www.wordtracker.com>) to see what people are looking for and optimize your page for that. Include your chosen keyword phrase(s) in your title tag, description tag, page content, etc.
- Link to your full page recommendation from various areas of your website. Perhaps you'll put a graphic and a little introductory information on your home page. Then, you can give your visitors the option of following the link to the sales website or reading more about your product review.
- Recommend other iThemes/PluginBuddy and WebDesign products to others in email or on message boards (only where allowed), and send them to your product review page. An affiliate link is often looked upon with suspicion and may not be allowed on a message board. Besides, you know these people; they want to know YOUR opinion. What they don't want a sales pitch from us.
- Use the [iThemes Builder SEO Plugin](#), or [All-in-One SEO Plugin](#) by Michael Torbert.
- Take the SEO BluePrints webinar at [WebDesign.com](#) – or review the replay if you are a member.

5. Write Articles on Related Topics to Draw in Traffic & Interest: Write articles about Internet Marketing. You can include a subtle recommendation for the product within the article or in your signature line.

Article Writing Tips:

- Provide "real" information and tips in your articles. Make sure it doesn't sound like a sales pitch. Any recommendations you make should be added value to your article. The recommendation should not be its main purpose.
- Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in your byline. But let's be serious. People will read your article, but they don't always read the byline. They are just grateful to get good information. As long as you



write a highly informative article, your recommendation certainly has a place within the article itself.

- Not sure what to write about? This is a common problem. Write a list of your top 5 or 10 WordPress tips with a short explanation of each.

When writing your articles, always keep your target reader and her desires in mind.

Getting Your Articles Published:

Of course, you should publish your articles on your website and in your newsletter. And you always want to publish them on your own site first.

You can also find other web publishers to run your articles as well. Many will not mind the inclusion of an affiliate link, as long as your article contains good, solid content. Make sure you follow the “affiliate link” rules for the specific publishers.

Hide Your Affiliate Links in Your Email Articles:

If you'd prefer to keep people from seeing that your recommendation comes with an affiliate link, you can do the following:

- Redirect a page from your website to your affiliate link, so it will read something like: [yourdomain.com/best-WP-backup-solution/](#) but it will send visitors directly to the [BackupBuddy sales page](#) with your affiliate link. Check if your hosting control panel allows for easy redirects. Or use the [Redirection plugin](#) from the WordPress.org repository.
- Send traffic to your full page recommendation page. You can send people to your website to read your full review. That way, you don't have to include your affiliate link in the article.

Where to Send Your Articles for Publishing & Consideration

Below is a partial list of some places that accept Ezine article submissions. Be sure to read all the submission guidelines before sending your articles.

www.ClickforContent.com

www.GoArticles.com

www.EzineArticles.com

www.MakingProfit.com

www.IdeaMarketers.com

www.ArticleCentral.com



www.BusinessClique.com
www.GreenTipsandHam.com
www.Boonline.com
www.Amazines.com

Make your articles available from your website. Include a note on your articles which states they are available for reprint as long as your byline and links remain intact.

Offer your articles to members of your networking groups or people you know that have newsletters targeting your market. Generally, you should not post your articles to groups unless they specifically allow this. Just let them know you have some free content that may interest them.

It is a good idea to create different versions of your articles if you will be posting them in multiple locations. Don't just change the order of the paragraphs – change the angle of the article just enough that the content and meaning of it will not appear to be duplicate content.

6. Promote the products in Your Opt-in Newsletter: If you have an opt-in newsletter list, tell them about iThemes/PluginBuddy/WebDesign.com products. If you have a letter from the editor section, tell them about the product and how it has helped you. Your personal recommendations will go a long way.

If you don't have a way of collecting emails for an opt-in newsletter, check out [EmailBuddy](#) from PluginBuddy.com. EmailBuddy is available in the [PluginBuddy Developer Suite](#) only.

7. Promote the products on Highly Trafficked and Relevant Pages of Your Website: Check your website statistics to see which pages visitors view the most. These are great target areas for your promotions, especially if they are relevant to our product line.

8. Promote the products in Your Signature Line: If you frequent message boards or belong to email groups that allow signatures, tell people about the great products you found. Include your signature in all your business and personal emails, too.

9. Offer a Freebie with Purchase: It doesn't hurt to give your visitors a little incentive to buy the products. You could give out a free consultation, a free ebook, a free webinar – whatever you think your visitors would like – when they make a purchase. Just ask them to forward their email sales receipt to you. Email

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receipts do not include credit card information, so it should be safe to forward this information.

10. Promote the products on your thank you pages: After a visitor has made a purchase from you, give them a recommendation for our products on the thank you page. They are about to leave your website, so this is a great time to give them this extra information.

11. Promote the products on your custom error (404) pages: You know that page that shows up when your visitors enter a URL in wrong? Don't waste this space; use it to promote an affiliate product.

12. Promote the products in your thank you emails: Whether you're saying thanks for joining the newsletter or for buying a product, always give your email recipients a product recommendation. This is the perfect opportunity for a backend sale.


13. Try an exit window or pop up window: Annoying or not – pop ups work. Stick with one tasteful pop-up targeted to your website visitor and you can see great results.

But, if you are someone who gets super-irritated when someone uses pop ups, then don't use them yourselves. Remember, this is all about being genuine and doing things in a way that feels "right" to you.

14. Use [AdImpact](#) for added visual impact.

AdImpact is a service that allows you to add "sticky notes" to your site as a way of capturing visitors' attention.





Ready to order? Get started below

[Sign Up Now](#)


WHAT ARE POPUPS OR FLOATING POPUPS?
A new breed of popups have appeared - which are user friendly but also very effective in boosting your conversion rate. These appear on the screen automatically. Floating Popups are unblockable as it stands, but more importantly, they are not as intrusive as the page popups. This is because they usually provide valuable information or discounts to the user.

WEBSITE THUMBNAILS
Our website screenshot generation tool is a new service allowing website owners to have thumbnail captures of their links. This allows web users to preview a web page before visiting it. Display screenshot images directly on your site with our javascript thumbnail generator. Everything is hosted for you and all of the thumbshots are delivered from our fast and reliable servers. Simply drop in a small piece of code on your page!

AN EMAIL MARKETING
Our floating popup Use our MailGrab collection rates boost with AutoResponse iContact...any auto took your email

FREE WEB ANALYTICS
Adimpact now in for your entire website trends your site and a premium s Adimpact are offering the best packages.

Here's a Most Extraordinary Offer...



Get two months free when you choose the annual plan.

-Click here

15. Autoresponder Courses: Create an Autoresponder course on a topic related to Internet Marketing Include lots of great information about the topic and subtly promote the product at the end of, or within, your lessons. You can deliver the course every day for a certain period, once a week or whatever frequency you choose.

16. Offer Your Own Webinar

Offering your own webinar is a great way to build rapport and credibility with your audience. Offering a webinar on how you use BackupBuddy is a very effective way of showing people how easy it is to work with, what it can do for them (a critical piece of the marketing puzzle), and why they want to buy it now.

In the webinar you are providing useful information to help your participants have a better online experience, solve a problem they have, or how to make their site stand out from the crowd.

Share your affiliate link, perhaps as a redirection link, during the webinar. Then follow up with emails and written materials that include your affiliate link in them.