

## **Highly Effective Affiliate Marketing Techniques**

If you are running an affiliate marketing business online, then you will want to be using the most effective marketing techniques. Here are some facts about the things that are expected to be important in 2014:

### **Mobile Marketing Tactics Are Expected to Grow**

Mobile marketing is a tactic that all affiliate marketers had better pay attention to, as it is expected to reach more than \$100 billion in sales by 2017. That means that if you haven't optimized your websites so they will work on things like tablets and smart phones, then you are losing valuable customers and potentially hundreds or more dollars in sales.

A recent survey showed that about half of shoppers were upset because many shopping sites aren't optimized to view on a tablet. So, if you haven't updated your affiliate marketing sites to reflect the use of mobile devices, then get it done now. One thing that marketers are expected to do is to try to do cross device tracking so they can discover whether the sales they are making from customers using mobile devices is because these customers preferred the mobile device or whether it was just handy at the time. This will be a vital task in order to find out if the mobile customers are new ones or if they are previous customer who prefer to use mobile shopping.

### **Advertisers Need to Optimize Affiliate Marketing by Using Free Digital Marketing Venues**

Affiliate marketers will also need to optimize their advertising efforts and make use of digital marketing venues such as search, display and email. In this way they will be able to better understand their customers and know more about the channels that are currently driving sales conversions.

### **Luxury Brands Should Invest More Cash Into Performance Marketing**

According to recent studies, rich shoppers are now spending more of their time and cash online. That means there are more opportunities for affiliate marketers to sell them their products. Affiliate marketers need to therefore get more into the luxury goods market in order to appeal to these more affluent potential customers.

### **Content Marketing Is Expected to Cause Increase in Niche Publishers Becoming part of Affiliate Networks**

Most Internet website owners, including affiliate marketers, know that content is king online and only by having relevant and up to date content on your site will you be able to get the traffic and sales you desire. So, a recent survey showed that

60 percent of affiliate marketers expect to spend more money on content marketing in 2014. This is expected to produce additional chances for niche publishers.

### **Affiliates Expected to Help Brands to Expand Globally**

Global e-commerce sales went over 1.2 trillion dollars in 2013 and it's expected to go even higher in 2014. This is expected to include affiliate marketing products, so if you are not already promoting your products to an overseas audience, then doing so should give you a chance to make more profits in 2014.

### **Big Data Will Generate Improved Experiences for Customers**

2014 is said to be the year that Big Data is going to be applied more skillfully in all kinds of marketing, including affiliate marketing. That means that affiliate marketers will need to find innovative ways to use their data in more engaging ways to make the shopping experience better for the customer by attracting potential shoppers through the use of relevant and up to date content used in innovative ways.

### **Affiliate Marketers Will Compete More With Brick-And-Mortar Retailers**

Since more people are shopping online, brick and mortar retailers are trying to show off their products better to get the business away from affiliate marketers online. To combat that, affiliate marketers need to continue to come up with better ways to highlight their products in the online environment. While more people are shopping online, you still have to keep up with the most current technological advances so that you will keep getting lots of traffic to your website and make the customers want to buy from you instead of the brick and mortar businesses.

The bottom line is that it's vital for affiliate marketers to keep abreast of all of the most current advances in advertising and other aspects of selling their products and services online.