

## **Affiliate Marketing List Building**

Anyone who runs an affiliate marketing business knows that it's vital to have a list of interested persons and potential customers that contains their names and contact information. If not, then your business isn't going to have access to all those people who may end up buying your products and services.

### **Why are Lists So Important to Marketers?**

The best reason to build lists of potential customers is that it helps affiliates to minimize lost sales, as well as making it more possible that you will get repeat buyers. For instance, if you have a visitor to your website that only reads some of the information about your products or services, but doesn't buy anything, then you lose that potential future customer.

But if you can still entice them to at least opt in to get on your newsletter list, then you have a chance to get them to buy at a future date by sending out emails with special offers, etc. You can, for example, send them a free report and get them even more excited about your product and then make a big pitch that ends up convincing them to buy it. None of that could have happened without a list of potential or past customers.

Email lists of potential and past customers are also vital because they you're your affiliate marketing business to last longer. If an affiliate marketer relies only on the traffic that makes it to their website, then that could suddenly trickle down to nothing and you'd have no income. But if you have that list, it gives you access to another source of possible clients and if they were satisfied customers, they may even recommend you to their friends and get you even more possible customers.

### **Affiliate Marketing and List Building Make Profitable Combo**

The combination of affiliate marketing with list building and email marketing is a smart method of handling affiliate programs. It works well because you are sending potential customers a way to opt in to your newsletter or blog and sweeten the deal with something free, such as a report or e-course.

Then, you can use this lead to offer them a deal on the products you are selling in your affiliate marketing program. In this use of email marketing you are using it to maintain contact and form a relationship with your potential and past customers in order to keep them interested in becoming new or repeat customers. This is why getting your visitors to your website to opt-in for a subscription to your newsletter

is vital, plus it helps prevent your future emails to them to be considered as spam since they agreed to receive them.

Building this opt in list increases your success in getting sales and future profits because you are building a successful relationship and getting these visitors to trust you and want to participate in buying your products or services. As long as you send them relevant and up to date information on your products and make it interesting to them, and meet their needs, there is more of a chance they will become customers in the future.

### **Creating a mailing list as an affiliate marketer**

Affiliate marketers face the challenge of maintaining their own clients since they are selling the product or service for someone else. The website visitors you get are sent to the affiliate link and if they buy from that link, you get a percentage of the profits. The problem is, even if they buy the product they now know where the merchant's site is and could buy directly from them in the future instead of going back to your affiliate website. Putting them on your affiliate opt in mailing list can prevent that from happening since you are the one giving them the links to buy the products.

The main point to remember is that building a list of past and potential customers is a highly effective method of assuring that you have access to more profits in the future. If you are an affiliate marketer selling a product or service for someone else, it is also a vital method of keeping these potential customers using your affiliate links to assure that you are the one getting the profits.