

# How To Attract Super Affiliates

**S1:** Hey there and welcome to the last topic on How to attract Super Affiliates. In this video I am going to teach you how to recruit your very own super affiliates with super convincing methods. Through this tactics and techniques, you should be able to implement in your affiliate business and expect good results from it.

## Who are the Super Affiliates?



**S2:** So who are the super affiliates? They are basically affiliates that either run on its own or in a company that can produce large amount revenues for your affiliate

program. With their unique set of skills on how to run profitable campaigns they are able to produce excellent results with ease. However, the demand for super affiliates requires attractive commissions and good conversion rates. Moreover, some super affiliates will offer their very own custom rates and terms. Unlike the usual affiliates they are highly committed on financial and labour resources to ensure their marketing campaign is a success.

## Who are the Super Affiliates? (cont)

- They can produce exceptional results and gain good revenues consistently
- Well developed core skills in affiliate marketing
- They are very competitive in running a campaign

**S3:** Compared to other affiliates they are very consistent in running profitable campaigns for weeks and in return generating a good amount of revenues. Any affiliates capability to drive affiliate marketing depends on the individuals skills and it shows a big difference in creating profitable campaign. Core skills in affiliate marketing such as creating advertisements, optimizing a campaign, understanding on finding good offers and efficient in conducting bidding is what makes a affiliate to be good in generating revenues from any traffic source. To be a super affiliate they need are always competitive in the affiliate marketing to run a profitable campaign. They build and sustain their relationship with other networks of affiliates and advertisers so that their campaigns are constantly running. Moreover, through relationships they

gain exclusive benefits such as running top traffic sources and gain affordable offers with ease.

## How to get them join your side?



**S4:** To get super affiliates to join your side, you have to show them what your marketing capabilities if you don't have fixed affiliate marketing.

## How to get them join your side? (cont)

- Showing them a well produce solo ad
- Providing conversion rate of your site
- Giving program statistics to them to review

**S5:** The first way is showing a solo ad. If you are wondering what is a solo ad, it is a pre-written cut and paste e-mail advertisement for products. A well produce solo ad could potentially gain the interest of super affiliate to support you affiliate marketing for an example; a solo ad contains a catchy subject line and a context that drives people to click on the affiliate link in the e-mail. Most marketers would provide their affiliates with multiple solo ads, but a single solo ad would usually suffice. When an internet marketer starts a launch of a new product, you may notice that most of the e-mails you receive for it are from different marketers, but their contexts are the exact same thing? This is because the product vendor only provided solo ads to his or her affiliates.

Informing potential affiliates what the conversion rate is for your site is an essential point to get affiliates to join you. How much commission do they make? Is there any upsell or recurring commissions? Are there any affiliate incentives? What is the visitor value? Do affiliates get free access to the product or a higher commission after a certain number of sales? All of these key pieces of info are very significant to your affiliates so they could fully understand what kind of traffic they would focus on and what they would bid for keywords.

Up next is showing them your affiliate program's statistics. Through this statistics, your affiliates will be able to review your affiliate program EPC which stands for Earning per Click. EPC essentially reflects your earnings per one hundred clicks sent by your affiliates to the website and the calculation is an average based on all affiliate traffic. Other statistics that you could share such as average sale amount and average commission amount in the duration of 7 and 30 day periods could provide insights for affiliates to understand on the current state of the affiliate marketing.

## What if you have affiliate program up and running?

**S6:** What if you have your very own affiliate marketing program up and running?

From here on I will provide you 7 more tips to attract super affiliate marketers to enrol into your affiliate marketing. The main point here is to ensure your affiliate programme appeal to the super affiliates.

### 7 good tips to attract super affiliates!

1. Offer **High Affiliate Commission Rates**
2. Provide All Marketing Materials to Your Affiliates
3. You Must Have a **Extraordinary Sales Page** for Your Product
4. Do not developed a **High Affiliate Commission Threshold Level**

**S7:** First tip, people are always driven by money and majority of the affiliate marketers are constantly on the lookout for great quality affiliate programs so they

can easily earn more. If you offer a huge commission rate then you will be able to attract super affiliates who have a great talent in selling.

Next tip, super affiliate marketers will want to have access to all the promotional materials that your company have created for the affiliate program, in doing so allows them to start selling right away and potentially sell even more. The more effective marketing tools you provide, the affiliates will be able to generate more sales for you. Thus, it is essential that you provide your affiliates all the support and help they require along with the necessary promotional materials.

Moving on to the next tip, it is necessary to have exceptionally designed sales pages so that your potential Super affiliates will be prompted to enrol in the program easily. The presence of a fantastic looking sales pages means that the affiliate has a higher chance at earning a commission. Hence he or she will be more willing to join your program in the process. What makes a great sales page? Great graphics and design will indicate your product's value. For example, if you sell product on "make money" niche, you should be providing evidence on how your product will help a buyer to generate money, etc. A great sales letter is also a necessary! All these factors should easily drive Super affiliate marketers to your affiliate program.

Most affiliate program owners tend to make mistakes of having a very high affiliate commission threshold point. That means the affiliates have to make a lot referrals – sales – before they can get an affiliate commission payment. As the rigid threshold level will only discourage affiliates from joining in your program and thus you will potentially lose out in the number of affiliate sales.

Affiliates may be your best sellers in the industry but you would still need to train them so they can sell your products or services in the way you desire. So it is necessary that appropriate training and guidance is required if you want to attract the best affiliates in the market. Always make sure you have all the necessary training materials so your affiliates can read up on them. Develop a unique page for

“Affiliates” or even better – the affiliate member’s area – where they could gain all the promotional material for your product or services, provide them with all the marketing materials such as banners, pre-written letters other tools. Not to mention, affiliate support is essential if you want to maintain a successful affiliate program.

Moving on to the last 2 tips, Majority of the top quality affiliates will only look for programs which have a solid affiliate protection policy. They may want to be sure that any of the steal ware and spyware won’t take commissions from them. Always make sure to have a strict policy that prevents any activities on your site. Through this method, you can gain more good quality affiliates.

On to the last tip, affiliates will want to earn maximum incomes. The only option you can do to attract super affiliates is offering them multiple sources of revenues from a single program. You could also combine the tactic of pay per sale along with a pay per click program. Through this method, your affiliates can hope to earn more from the same program. Through the pay per click option affiliates will earn immediate commissions as soon as a customer clicks through to your affiliate program.