

AFFILIATE

MARKETING EXCELLENCE



Lucrative Affiliate Marketing Secrets Resource Sheet

This resource sheet is your one stop reference for all the tools you'll need to start making money as a highly successful affiliate, as well as further reading for expanding your knowledge and skill set. Check back here often!

The Affiliate Networks

JVZoo

<http://www.jvzoo.com/>

JVZoo is probably the best affiliate network for beginners. It has an excellent user interface with lots of features and low fees.

ClickBank

<http://www.clickbank.com>

ClickBank is a little more expensive and less user friendly compared to JVZoo but it also has a huge selection of products and a ton of users.

WSO Pro

<http://www.warriorforum.com/warrior-special-offers/>

Warrior Special Offers Pro is a great place to find affiliate products as well as to sell them. This is connected to a digital marketing forum and all the products are in that niche.

Amazon Affiliate Program

<https://affiliate-program.amazon.com/gp/associates/join/landing/main.html>

Selling products as an Amazon affiliate works best when used as a link within a blog post. Commission isn't as high, but it's a good 'aside' to your digital product sales.

Sales Page Creation Tools

Optimize Press

<http://www.optimizepress.com/>

Optimize Press is a great tool that makes it easy for you to create landing. This is a WordPress theme that will save you a ton of time.

Optimizely

<https://www.optimizely.com/>

Optimizely lets you run 'split tests' to see how small changes affect the conversion rates on your sales page.

PPC

For PPC, you will likely want to use [Facebook](https://www.facebook.com/ads/) ads (<https://www.facebook.com/ads/>). Make sure to carefully target your ads to the right user. See this list of [Types of Facebook Ads](http://adespresso.com/academy/guides/facebook-ads-beginner/facebook-ads-types/) (<http://adespresso.com/academy/guides/facebook-ads-beginner/facebook-ads-types/>) for some guidance on how to set up those adverts. Consider using the [Facebook Power Editor](https://www.facebook.com/ads/manage/powereditor/) to manage your ads more easily (<https://www.facebook.com/ads/manage/powereditor/>).

The other big PPC platform for affiliates is Google Adwords (<https://www.google.co.uk/adwords/>).

E-Mail Marketing

E-Mail marketing is one of the most effective tools for any affiliate marketing campaign. You'll need an autoresponder in order to manage subscriptions, to handle people unsubscribing and more though...

[Aweber](https://www.aweber.com/landing.htm)

(<https://www.aweber.com/landing.htm>)

[MailChimp](http://mailchimp.com/)

(<http://mailchimp.com/>)

[GetResponse](http://www.getresponse.com/)

(<http://www.getresponse.com/>)

There are more besides though too, so click [here](http://westwoodva.com/blog/top-10-autoresponders-and-email-marketing-tools/) (<http://westwoodva.com/blog/top-10-autoresponders-and-email-marketing-tools/>) for a full list.

Further Reading

CBTrends

<http://www.cbtrends.com/popular-clickbank-products-1.html>

This is a list showing the top ranking products on ClickBank.

Big Mistakes New Affiliate Marketers Make

<http://marketingland.com/7-big-mistakes-new-affiliate-marketers-make-19195>

A great resource with some common mistakes made by affiliates.

How to Write an Effective Landing Page

<http://www.businessknowhow.com/internet/landing-page.htm>

This is one of the single most important aspects of a successful affiliate marketing campaign. You can use many of the skills and tips from this article in your general sales copy whether that be an e-mail or something else entirely.

How to Cloak Your Affiliate Links

<https://yoast.com/cloak-affiliate-links/>

Some information on cloaking affiliate links to prevent link bypassing/competitors from stealing your commission.

How to Create a Sales Funnel

<http://www.dummies.com/how-to/content/how-to-create-a-sales-funnel.html>

A sales funnel is an important tool in your campaign. Learn more about setting them up here.

How to Write and Set Up a Profitable Email Sequence

<http://bloggingbusinesstips.com/how-to-write-an-email-sequence/>

Email sequences can also be used to guide a subscriber toward a sale. Learn how to write them here.