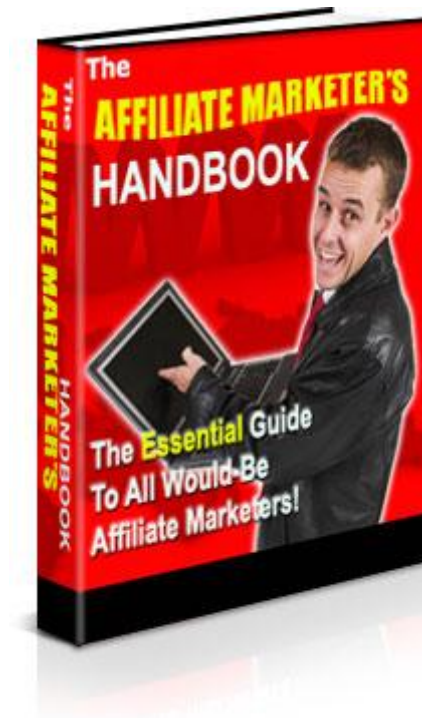


Affiliate Marketers Handbook



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Affiliate Marketing Introduced

Being in the affiliate marketing business is not that hard now with the Internet at your disposal. It is much easier now compared to the days when people have to make use of the telephones and other mediums of information just to get the latest updates on the way their program is coming along. So with technology at hand, and assuming that the affiliate is working from home, a day in his or her life would sound something like this Upon waking up and after having breakfast, the computer is turned on to check out new developments in the network. As far as the marketer is concerned there might be new things to update and statistics to keep track on. The site design has to be revised. The marketer knows that a

well-designed site can increase sign ups from visitors. It can also help in the affiliates conversion rates. That done, it is time to submit the affiliate program to directories that lists affiliate programs. These directories are means to attract people in joining your affiliate program. A sure way of promoting the affiliate program! Time to track down the sales you are getting from your affiliates fairly and accurately. There are phone orders and mails to track down. See if they are new clients checking the products out. Noting down the contact information that might be a viable source in the future. There are lots of resources to sort out. Ads, banners, button ads and sample recommendations to give out because the marketer knows that this is one way of ensuring more sales. Best to stay visible and accessible too. The affiliate marketer remembered that there are questions to answer from the visitors. This has to be done quickly. Nothing can turn off a customer than an unanswered email. To prove that the affiliate is working effectively and efficiently, inquiries would have to be paid more attention on. Nobody wants to be ignored and customers are not always the most patient of all people. Quick answer that should appear professional yet friendly too.

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