

Affiliate Marketing Strategies And Tips-Clickbank

Written by Brian V Shortt

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Affiliate marketing is without a doubt a proven way to make money online. However the sad truth is that barely a tiny percentage of affiliate marketers continually find real success or become super affiliates. A good number people that get into affiliate marketing try advertising one or two affiliate products and when they discover their campaigns are not profitable they give up and believe that affiliate marketing is not legitimate. by BrianVShortt

Affiliate marketing is without a doubt a proven way to make money online. However the sad truth is that barely a tiny percentage of affiliate marketers continually find real success or become super affiliates. A good number people that get into affiliate marketing try advertising one or two affiliate products and when they discover their campaigns are not profitable they give up and believe that affiliate marketing is not legitimate.

The truth is that there are many legitimate affiliate marketing programs and Clickbank can be one of the best places to start. However be warned that you will face substantial competition as most affiliate marketers both new and experienced use Clickbank affiliate products. Do not let this scare you away since there are great profits to be made selling digital products.

The internet really is the ideal place to sell digital products and remember that one of the advantages to selling digital products is the fact that they are available right away after purchase which provides immediate gratification for would-be customers. We live in the information age and people know the importance of good quality information and they will pay for it given the right offer.

There are many strategies you can apply to sell Clickbank products. First you need to decide how you propose to send traffic to your affiliate pages. You can opt for paid advertising like Google adwords or other pay per click sources and/or you can focus on building content rich authority sites with affiliate advertising embedded within them. It may be best to use both strategies.

One of the keys with pay per click advertising is the nature of the traffic you are sending to your affiliate pages. It is essential that you drive highly targeted traffic otherwise your conversion rates will not be good enough to cover your advertising expenses. With Clickbank products it should be okay to bid on the product name as they are usually not copyrighted and the product creators do not mind since they know you are sending them traffic and sales.

The benefit of bidding on the product name is that the traffic is already pre sold on the product thus conversion rates will be on average much better. It is also very vital to pick proven products that are of good quality. Make sure the gravity of the products you pick are at least over 10. Also take a look at the sales page to make sure that it is convincing and has the elements of a high converting sales pitch.

It is also a good plan to create separate landing pages for each affiliate product. You can create a review page style landing page that highlights the benefits of the product you are promoting. Also many pay per click providers only want unique landing pages so this is an additional reason to create a separate landing page. Also do not be terrified to bid high on product name based keywords and variations. Expect to pay at least 50 cents a click since most

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of the time there will be great competition for these terms however the returns can make it worth the cost.

It is of great consequence to keep a close eye on new products that come out on Clickbank as many of them can become popular fast so if you can get your ad up quickly then you can often draw clicks for a very low cost. There are many tools and paid programs you can use that will notify you of new products or you can use the Clickbank search function to look for new products that get launched each week. Use some of these Clickbank marketing tips to help you make more money from the internet.

About the Author:

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