

online marketing white paper



Affiliate Program
Promotion



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White Paper

This white paper discusses how you can promote your affiliate program online to maximize your revenue possibilities. As with your website, you must actively and aggressively increase your online exposure to gain the most out of your affiliate program.

Simply because you have an affiliate program in place doesn't guarantee that your revenue will rise. An active online marketing plan for your affiliate program is a critical component to the success and outcome of your affiliate program.

GETTING READY FOR SUBMISSION

Before listing your affiliate program you should create a template which can be used to fill out the applications required by most affiliate program directories. These are the most common questions:

- 1) Your business name
- 2) Your mailing/physical address
- 3) Your telephone number
- 4) Your email address. (Note: Most affiliate directories will reject email addresses from Hotmail, Yahoo, NetZero and AOL.)
- 5) Your name or the name of your affiliate program manager
- 6) Your website
- 7) The page within your website where affiliates can fill out an online application to become an affiliate.
- 8) A brief description of your affiliate program. (e.g. ABC Sports sells sports equipment and collectible sports gear.)
- 9) A sales description of your affiliate program. (e.g. Make as much as \$75 per sale by selling our sports equipment and collectible sports gear. ABC Sports has nearly 15,000 products in stock and ready to ship!)
- 10) How long have you been in business? (e.g. 15 years)

- 11) What are your average annual earnings? (Not specifics, just a broad estimate such as under \$2 million)
- 12) What kinds of products/services are included in the affiliate program? (e.g. baseballs, hockey sticks, etc.)
- 13) What industry are you in? (e.g. sports equipment)
- 14) What categories will be most applicable to your site? (e.g. sports, recreation, fitness)
- 15) How will you pay your affiliates? (e.g. \$3 per click, 10% of total sale, \$25 per sale)
- 16) How often will you pay your affiliates? (e.g. once a month, once a quarter, when commissions equal \$50 or more, etc.)
- 17) Do you have qualifications required by the affiliates (e.g. they must have a website, they must have a minimum amount of traffic to their website, etc.)
- 18) Are there any restrictions to your affiliate program? (e.g. affiliates must use only the banners and text ads supplied on your website.)
- 19) How many affiliates do you currently have in your program? (e.g. 100, 150, etc.)

DIRECTORY LISTINGS

If you want to jump start your affiliate program, try listing your affiliate programs in these directories! Companies and individuals who are seeking to become affiliates often browse through affiliate directories in search of possible affiliate partners. By promoting your program in the affiliate directories, you can generate online awareness and recruit new affiliates on an ongoing basis.

NOTE: Most affiliate directories will not accept applications for directory inclusion if the affiliate program is not functional or is absent for online sign ups. Before submitting your affiliate program and website to any affiliate directory, be sure that your program is fully functional.

Affiliate Base (<http://www.affiliatebase.com/>)

Free listing, but read the submission guidelines. You must be running your own affiliate program (not working as an affiliate for someone else's program) to list your site here. This site requires registration to submit site.

Affiliate Cash (<http://www.affiliates4cash.com/>)

Free listing, but affiliate program must be active to be listed in the directory.

Affiliate First (<http://www.affiliatefirst.com>)

You can add your affiliate program to their directory free of charge, but read their submission terms carefully to make sure that you follow their requirements to the letter.

Affiliate Guide (<http://affiliateguide.com/>)

Listings runs slightly under \$40. Affiliate program must be active and have an online sign up recruitment form for new affiliates.

Affiliate Hangout (<http://www.affiliatehangout.com/>)

You must register to add your site. All sites are verified to ensure that an active affiliate program is in place or the listing will not appear in their directory.

Affiliate Match (<http://www.affiliatematch.com/>)

This site is a free listing. Must provide site which has an active affiliate program in place or site will not appear in their directory.

Affiliate Program Search Engine (<http://www.affiliate-program-search-engine.com>)

Free listing, however sites must add a reciprocal link to be included in this directory.

Affiliate Programs Directory (<http://www.affiliate-programs-directory.com>)

Free listing on this directory, but it is mandatory that a reciprocal link be add to your site before they will include your site in their directory.

Affiliate Programs Guide (<http://www.affiliate-programs-guide.com/>)

Listing in this directory is free. Submitted sites are reviewed by a human and an affiliate program must be active to be listed in this directory.

Affiliate Seek (<http://www.affiliateseek.co.uk/>)

UK based affiliate directory. Free listing, but must register in order to add link to their directory. Affiliate program must be active for inclusion in the directory.

Affiliate Seeking (<http://www.affiliateseeking.com>)

Listing is free, but requires a link/icon on the website. They verify link before providing a listing in their directory.

Affiliate Showcase (<http://www.affiliateshowcase.com/>)

Costs about \$60 to be listed in the directory. Sites are verified to ensure that an active affiliate program sign up page exists before listing the site in their directory.

Affiliate Tip (<http://www.affiliatetip.com/>)

Free to list your site, but you must have a valid email address, contact information and website links for your affiliate program to be listed in the directory.

Affiliates Directory (<http://www.affiliatesdirectory.com/>)

Free to sign up, but gives you access to lots of spam type emails about affiliate marketing, new programs added to their database, etc. After registering, sites can be easily added and maintained. If no active sign up form exists, then site is not added to the directory.

Associate Programs (<http://www.associateprograms.com>)

This site is a free listing. They verify that an active affiliate program is in place or the listing will not appear in their directory.

ClicksLink (<http://www.clickslink.com/>)

Free listing but must submit site to a human via email to review prior to inclusion in the directory. A series of questions must be answered and your site verified as active before it can be included in their affiliate directory. The prefer you to link to their site before asking to be included in their directory.

eSponsors (<http://www.esponsors.ws>)

This site is a free listing with registration. Affiliate program must be active to be listed in the directory.
Read submission guidelines prior to adding affiliate program to ensure directory listing.

iBoost (<http://search.iboost.com/>)

This site is a free listing. To ensure inclusion in the directory, affiliate program links must be active and program must be running.

Internet Affiliate Programs (<http://www.internet-affiliate-programs.com>)

Free listing, however you must provide a reciprocal link to their site to be listed in their directory. Submitted sites are reviewed to ensure that the affiliate programs are active and have online sign ups.

Linkateer (<http://www.linkateer.com>)

Free listing but requires that you provide a link on your site to their site directory and that your affiliate program is active.

Links Manager (http://linksmanager.com/bizweb2000/add_link.html)

This is a comprehensive directory of online marketing services. A listing is free in exchange for a link back to their site. Affiliate program sites submitted must be active and the sites are reviewed by a human before inclusion.

Refer-it.com (<http://www.refer-it.com>)

One of the largest affiliate directories, this is the directory to be listed in. No fee for listing, however they do verify the existence of active programs before adding them into their directories.

Sponsor Directory (<http://www.sponsordirectory.com/>)

Has a very high ranking in both Google and Alexa. This site requires a reciprocal link to be listed in their directory. This is a free listing with reciprocal link.

Start Earning (<http://www.startearning.com/>)

This site is a free listing if you agree to provide a link from your site to their site. Affiliate program must be active and you must have a valid email address.

The Affiliate Directory (<http://www.the-affiliate-directory.com/>)

Free to list your site in the directory. Listings are monitored by a human and have strict submission guidelines. And active site, valid email address and online sign up form are required to even be considered in this directory.

DIRECTORY SUBMISSION SERVICE

Don't have time to submit your site to the affiliate directories? Try an affiliate submission service.

Affiliate Announce (<http://affiliatetoolkit.com/affiliateannounce/>)

This announcement service runs just under \$300. In addition to submitting an affiliate program to 40 affiliate directories, this service checks links to ensure that the program is active, and more to ensure that the program gets and stays indexed in the affiliate directories!

Affiliate First (<http://www.affiliatefirst.com>)

Get listed quickly and easily in over 50 directories with this service. You must have an active affiliate program website to use the service.

EZINE ANNOUNCEMENT OR PROMOTION

Affiliate Tip (<http://www.affiliatetip.com/>)

This affiliate program directory also has a newsletter which is sent out to people who want to sign up for affiliate programs. Advertising in the newsletter runs about \$35 CPM, but banner ads and featured program promotional ads run upwards of \$500.