

Affiliate Marketing Basics

We've seen it all over the internet. Those ads that tell you, you can earn money even while you're at home. Ads that tell you, you can make money over the internet. It's easy to dismiss most of these ads as scams because some of them are scams.

But it is possible to make money at home over the internet. This doesn't mean money will just automatically appear in your bank account when you log in to your computer. You do have to work for it. And one easy way to earn money over the internet is through affiliate marketing.

In this report, we're going to cover the following topics:

- Define what affiliate marketing is and how you can earn big!
- Tips for affiliate marketing beginners on how to get started
- Understand the importance of keywords and how to find the best ones to use
- Learn why pre-selling is important and how you can incorporate it into your marketing tools
- Get an overview of the various marketing tools that you can use to generate traffic and sales

What is affiliate marketing?

Affiliate marketing is a marketing practice wherein an online merchant gives you a percentage of the sales for every sale that you refer to them. The more customers you refer, the higher the pay.

There is no actual selling on your part. Your job is merely to send pre-qualified traffic to the merchant's sales site (in this case, to <http://www.supersoapmakingsecrets.com>). And when any of those people that you send makes a purchase or buys a subscription, you get a portion of that sale.

How much money do you stand to make?

When it comes to affiliate marketing, there's no cap to the amount that you could be earning. The internet is open to the world 24 hours a day, every day of the year. You experience no downtime. Especially with a product like The Super Soap Making Book, it

appeals to men and women regardless of nationality. It's a product that you can sell to an international audience.

The Super Soap Making Secrets affiliate program gives 75% for every sale you refer. This is the maximum rate of commission given by any affiliate program in Clickbank. That means for every sale you refer, you get \$12.75.

If you sell 3 copies a day, that will give you \$13,961.25 in a year.

If you sell 6 copies a day, that will give you \$27,922.50 in a year.

As you can see, the potential is there, just waiting for you to tap into it.

How do the sales get tracked?

For the Super Soap Making Secrets affiliate program, the Clickbank Marketplace is our third-party affiliate program manager.

When you sign up to become an affiliate, the first thing that you need to do is get a Clickbank affiliate account. This is absolutely free. From within your Clickbank account, you will be able to track your activity – the amount of traffic you send, your conversion rates, your commission, even track data related to some of the marketing campaigns that you're going to be running. If you don't have a Clickbank account, you can sign up for one here:

[Clickbank Account Sign Up](#)

Once you have your own Clickbank affiliate account, the next thing you need to do is to get your encrypted hoplink for the product you want to promote. In this case, you want to get your encrypted hoplink for The Super Soap Making Book. You can get yours by clicking on this link here. You will be asked for your Clickbank ID.

[Encrypted Hoplink for The Super Soap Making Book](#)

This hoplink is unique. It is also very important because it is only with this link that Clickbank is able to track the traffic and the sales you refer.

Clickbank uses the cookie system. When an Internet user clicks on your hoplink, a cookie is placed in their computers. This cookie is active for 60 days. What is its significance? Say, for example, you have an Internet user that clicks on your link, gets directed to the merchant's website, but did not make a purchase. He goes back to the merchant's site a week later or a month later and buys the product. With Clickbank, you still get credited for the sale when it happens within 60 days.

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Why should I have a website?

While it's true that you can just leave your hoplink in most places, such as forums and chatrooms even if you don't have a website, there are a lot of advantages to maintaining a website or a blog. It can really help to increase your sales. Here are some of the reasons why:

1. Having a website allows you to pre-sell more effectively.

Pre-selling doesn't mean you sell the product to your site visitors. What it simply means is building credibility and goodwill for the product. You can use the content of your website to give a review or talk about more about the subject matter at hand, building more credibility for yourself and for the product when you do finally recommend that they go visit the link to it.

2. Having a website will give you more options when it comes to Internet marketing.

For instance, you'll have more article directories who can accept your articles when you do article marketing. You see, a lot of top article directories do not allow affiliate hoplinks in the articles you submit. Having your own website can allow you to take advantage of the traffic from these article directories, bring them to your site for a bit of pre-selling, before sending them over.

Another thing that you can also do when you have a website is eMail marketing. eMail marketing is great because with it, you will be able to build even more trust for your site and for the product with your subscribers.

3. Websites can also be built to rank well in google, giving you a steady stream of relevant traffic.

You can also optimize the articles and the content in your website for search engines to find and rank your site. When your site ranks well in search engines, you'll get a lot of free traffic, which you can pre-sell to and send over to our sales site via your hoplink.

Affiliate link cloaking

Imagine you're browsing through a website, for example you're looking at your favorite baseball team's website. Then something catches your eye. You see that you can get a complete list of your favorite players' statistics by clicking on one of two links. These are the 2 links you find:

<http://www.sportsstats.com>

<http://c130kdjn37lski3b0f98389p6v.hop.clickbank.net/>

<http://www.supersoapmakingsecrets.com>

Which link do you trust more? Which link will you click on?

I've a pretty good guess that you must have chosen the first one. The second link - which is a SAMPLE encrypted hoplink - will not get a lot of clicks before it's too foreign and unfamiliar. And we all know how people dislike being sold to, so displaying the hoplink in this manner can really affect your click-throughs. This example illustrates the reason why we want to "cloak" our affiliate links.

How do you "cloak" your affiliate link so that instead of a long string of letters and numbers, what your traffic will see is a clean URL? You can use this simple HTML code:

```
<a href="http://c130kdjn37lski3b0f98389p6v.hop.clickbank.net/" target="_top">http://  
www.sportsstats.com</a>
```

Using this code gives you the appearance of the clean URL, but when people click on it, they're actually clicking on your hoplink.

Using the same code, you can also choose anchor texts as your keyword. For example, we want the phrase "get your team stats here" to carry the hoplink, this is how you make the substitution in the code:

```
<a href="http://c130kdjn37lski3b0f98389p6v.hop.clickbank.net/" target="_top">get your team  
stats here</a>
```

Using keywords

Using keywords is one of the most important tools in affiliate marketing. What you do is to think of words or phrases that a person would normally think of when looking for information about the product you want to sell. For example; if you're looking for a recipe for chocolate cake, what would you type on Google to find that recipe? I bet you would type any one of these words: chocolate cake recipes, how to make chocolate cake, making chocolate cake, easy chocolate cake recipes, etc.

The words you types to find that recipe are called keywords. In affiliate marketing, what you do is to think of those words that a person would type on search engines that are related to the product you're selling. So when the potential customer types these keywords, the search engine would direct that person to your website. Once the potential customer visits your site, from there you can provide them with links that will take them to your advertiser's site.

Keywords are essential not just for websites, though. You can also use them on your articles, on your PPC ads, when writing reviews, even when posting in forums and chatrooms.

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Evaluating keywords

To find out what keywords people are using in your niche or category, there is a free tool from Google that you can use. You can access it here:

<https://adwords.google.com/select/KeywordToolExternal>

To use this tool, type in keywords related to your topic or the URL of a website that you think is in the same niche or category as yours. The tool will then give you a list of related keywords, complete with data on the search volume of those keywords.

Getting keywords is one thing, but evaluating keywords is something else altogether. How will you know which keywords will give you the best results? How do you select keywords wherein you don't already have too many other content in the Internet to compete in?

One way to find out how many pages in the Internet are currently related to a particular keyword, here's what you do. Go to Google and type in the keyword, in quotation marks. Hit search. Look at the number that appears on the upper right on the page, the one that says "showing 10 out of 45,000 pages". This tells you how many pages are currently responding to that keyword.

Now that you know the search volume and the volume of results for your keywords, you can make a more informed decision of which keywords to prioritize.

The importance of pre-selling

What is pre-selling? Here's an example. Let's say you have a good friend who's taken up a new hobby – making handmade soap and you meet your friend once a week for lunch. One time, she gave you a sample of the soap she made. She knows that you're interested in making soap, too. So you ask her how she became so good at making soap in such a short time. He'll probably tell you where she learned to make soap – books she read, classes she attended and so on.

Did your friend sell you anything? No, she didn't. Did she pre-sell you anything? Yes, she did, because I bet what happened would have made you curious about that the books and the classes she used.

Pre-selling is important because it makes potential customers open to the idea of buying a certain product. Most people are turned off by a sales pitch. Most people are to buy a product if it's recommended by a friend or an expert. That's because friends and experts give them advice and information. Their intention is to help, not sell. That's what makes people more willing to buy products that have a word-of-mouth recommendation.

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So when you write your articles, be conscious that you are giving them information not a sales pitch. If you want to sell rechargeable batteries, you give them advice on how to save electricity and be green at the same time. You recommend the use of rechargeable batteries. This makes them receptive to the idea of buying rechargeable batteries and more willing to click on an advertiser's link.

Pre-selling can dramatically increase your conversion rates because the traffic you'll be sending over are those of people who are already interested and already know a bit about the product. They already trust the product, which makes it more likely that they'll be willing to buy it.

Internet marketing strategies

Below are some of the popular strategies to sell products in the internet. These strategies are also used in affiliate marketing.

- **Article marketing.**

Article marketing is a form of advertising wherein you write short articles that are related to the products that you want to sell. And in these articles are links that will direct you to the online merchant's website or to your website for more information.

These articles are distributed throughout the internet. You initiate this by submitting your articles to various article directories. Articles are also one of the best ways to get free traffic from search engines.

As you know, search engines love information and article pages are the results they give back when a search is made. To take advantage of this, use keywords throughout your article, and make sure the topic of your article is relevant to the kind of information people are looking for when they type in those keywords.

- **PPC ads.**

PPC ads or pay-per-click ads is a form advertising where the advertisers pays every time their advertisement gets clicked. These ads are often seen as sponsored links or sponsored ads. While it's not a free source of traffic, it is a fast way to gain lots of traffic in a very short time.

You can create PPC campaigns within Google and have your ads appear along with the top organic search results. To make sure you are getting the most return on your investment, test your ads and test your keyword selection. Testing your ads can be done by split testing within Google Adwords, whereas keyword testing (to find out which keywords are giving you the most conversion to sales) can be done from within Clickbank.

- **Reviews.**

When a product gets a good review, it's one of the best forms of advertising. A review gives the potential customer an informed choice about whether to buy a product by finding out what other people think of the product. The customer gets to decide if the product review matches what he or she wants in a product.

For an affiliate, reviews are one of the best ways to get relevant traffic with high conversion rates. After all, right when someone is ready to make a purchase, one of the last things he will do is search the Internet for reviews on the product. This makes reviews a very potent tool for marketing.

- **Email marketing.**

The old – and extreme – form of eMail marketing is called spamming. All of us, I'm sure, have received spam emails in our inbox at one time or another and we've all experienced how annoying that can be.

But eMail marketing, when used properly is a great way to start a dialogue with your online customers and convince them of the merits of a product. Think about the email newsletters you've subscribed to. That's the model for eMail marketing that we want to use.

The most important thing though is to get the consent of your online clients by getting them to opt in to receive your newsletter. One great way to get them to sign up is to offer a free mini report that they can download when they sign up. We have such a report for you to use. It's called "Strategic Planning When Starting Your Soap Business" All you need to do is sign up to our Super Affiliate Program at this link to access it.

[link to affiliates tools page](#)

- **Blogs and forum posting.**

Blogs and forum postings are usually informal and indirect forms of marketing. A product gets advertised in blogs and forum postings as word-of-mouth recommendations or customer testimonials.

Responding in forums can give you relevant traffic. It's a strategy that you should look into, especially if you enjoy participating in them.

- **PR article.**

If advertising is you saying good stuff about yourself, PR is having people or groups that are recognized as authority figures in a particular topic saying nice things about you. It's a fantastic way to build credibility and trust for your product.

- **Banner ads.**

A banner ad is the most common and direct form of internet advertising. It's the ads you usually see on the top, sides or bottom of a website.

Banner ads are particularly effective when used together with an article or a review on the same page. Because of their eye-catching graphics and messages, having ads can help drive traffic to your hoplink.

- **Social networks.**

You can also leverage on your social network using social networking tools like MySpace, Friendster, Facebook, and Twitter to name a few. Just like in the story we had earlier of a friend asking a friend how he got rid of acne, our influence over those in our social networks are also greater than it is anywhere else. This is because people who belong to our social network already know us and trust us. So when we recommend a product, they know that our intentions are sincere.

Testing and Sales Tracking to Fine Tune Marketing Efforts

Affiliate marketing allows us to make money over the internet. But in order for it to thrive, it also requires that we devote our attention and time to fine tuning and finding the most effective tools for us to use.

We must determine which marketing techniques or combinations thereof sell the product best. This would depend on the product, the market he wants to reach, and the competition for that market. Then the marketing techniques selected should be tested to determine which is the most effective.

With the data that's made available to use from various sources, including Clickbank, finding out what works and what's not working is made a lot easier. Finding the most effective tools is a dynamic process. You look at your current efforts, you look at what other sites are doing that seem to be working for them, you make changes, and you compare your results. It can be tedious, but the rewards of doing it right is just fantastic.

Super Soap Making Secrets Affiliate Resources

For marketing tools that you can already use to start promoting The Super Soap Making Book, go to our affiliate resources page. There, you will find sample articles, reviews, blog posts and more that you can copy-and-paste or edit and brand to help you get started. Just click on the link here:

[Super Soap Making Secrets Affiliate Resources Page](#)