Tips for Successful Affiliate Selling

eBook





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With the eCommerce industry forecast to increase to \$6.7 trillion by 2023, it's time to learn how to get in front of the right audience and monetize your web presenc

From the first online sale in 1994, the number of digital transactions has increased astronomically, reaching \$4.1 trillion in value in 2019 and expected to reach \$6.7 trillion by 2023. That growth has led affiliate marketing to a global market worth o \$12 billion in 2017, with a global affiliate marketing spend that is growing at 27% compound annual growth rate (CAGR). Clearly the market opportunity is waiting to be grabbed.

Considering that 81% of brands use affiliate programs, affiliate marketing is undoubtedly one of the easiest ways to start an online business. Already accounting for more than 15% of all digital media revenue, affiliate marketing is expected to grow by 10% over the next few years.

As long as you have a functional website or know how to leverage social media,

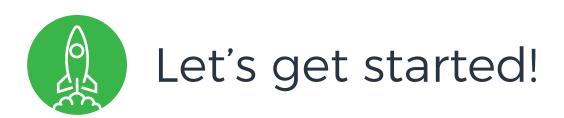


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е	the following 101 tips will guide you toward becoming a successful affiliate ma
e.	by learning how to:
b	Choose a product niche you are familiar with or passionate about;
of	Choose a medium that you like, be it a blog, video channel, or social network;
0	Develop a content strategy;
	Create quality content;

- Build an audience;
- Choose the right affiliate marketing companies for your audience and topic.





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Chapter Two Find Your Niche 02



What is a niche?

A niche is a highly specialized market. For example, a niche product could be something like antivirus software. Emerging categories are always worth looking into. Choose a niche you're comfortable with and can churn out content for without too much fuss.



Low-competition products.

Do not promote only big brands (or popular products). With such products, the competition is high, which makes it difficult to get conversions. Instead, choose a product that has low competition, giving you better chances to convert the audience you build.

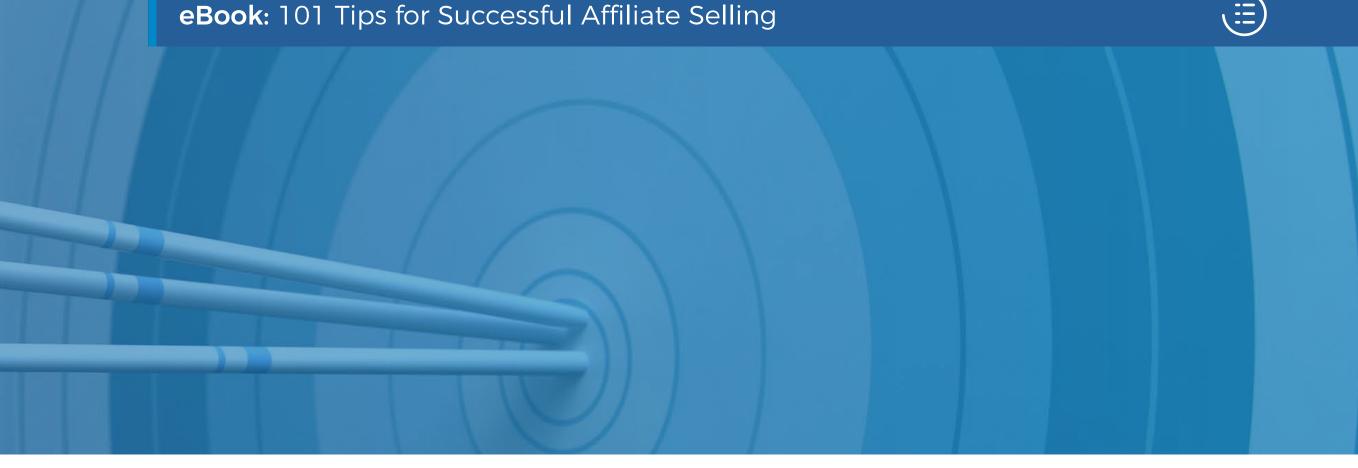


Research your new niche industry.

The best place to test the value of the affiliate niche you choose is through affiliate marketplaces. Search under your niche on networks, and you'll find several products on offer. Choose the ones that are not hard to sell.

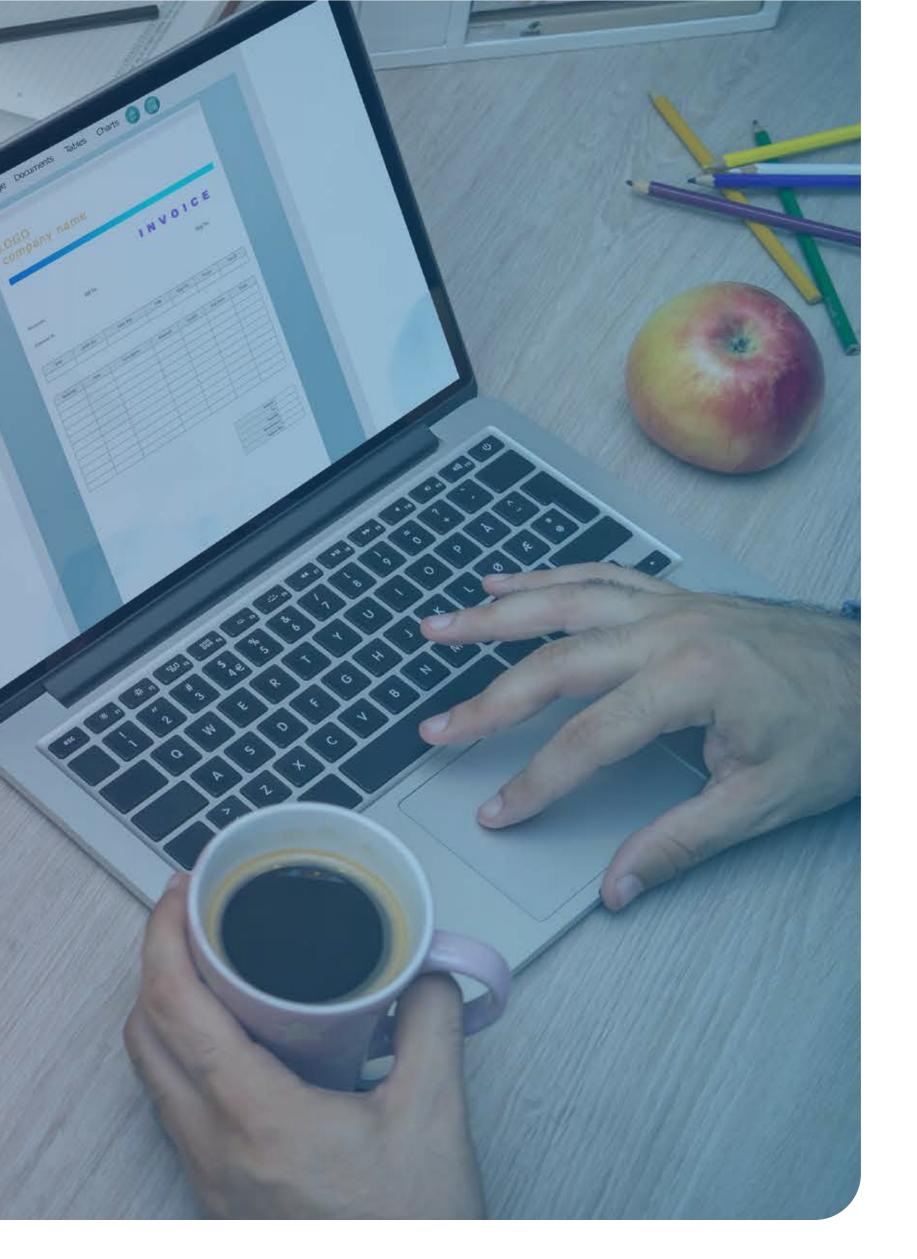


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In any niche, you will find others selling the same products as you are, and you need to see if you can compete against these sellers or if all your efforts will be in vain. Your main focus will be to drive traffic and sales. Google AdWords' Keyword Planner can offer you insights about how much clicks cost and who is already bidding in your affiliate niche.



Start promoting.

Now that you've chosen the right products for you, it's time to get to work. You need a medium where you can recommend those products. It can be a blog, website or even your own social media channel.



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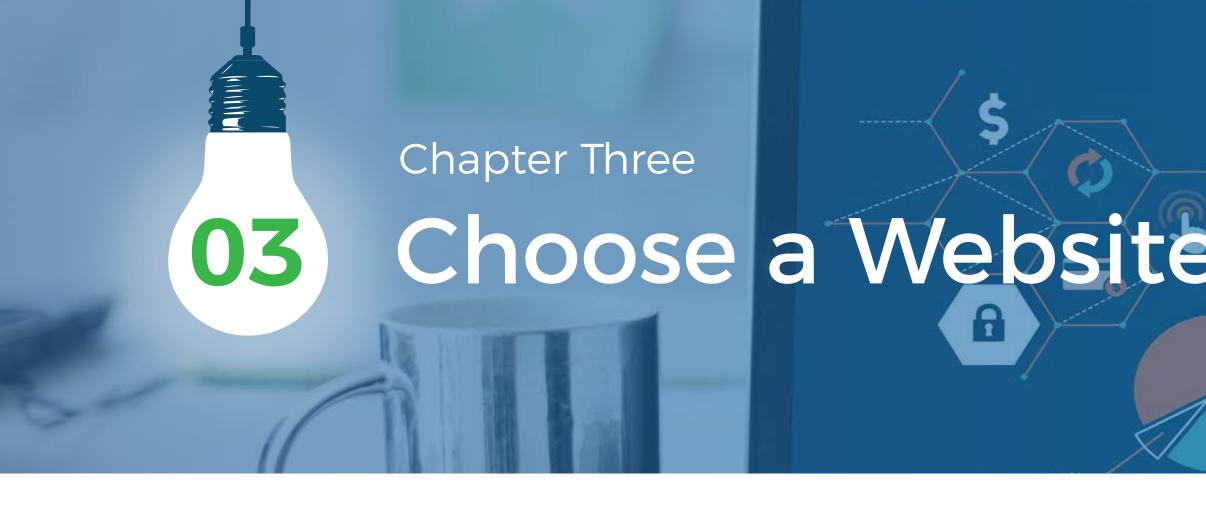
Know your competition.













How do you create an affiliate website?

Creating your affiliate website can sound intimidating, but it doesn't have to be a struggle and you don't need to be very tech-savvy. Depending on your budget, you can have someone build the website for you, or you can use website builders like Weebly, Wix or even our old friend WordPress, which is totally free.

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Choose the right domain name.

The "domain name" is the URL you are going to use for your website. In order to obtain a domain name, you must register your domain with what's called a "domain registrar". Your domain name should be in line with the topic of your website and describe what the site is about. To make the most of it, choose a .com domain for an elevated trust factor and don't use dashes in the name as this will affect your search rankings. Last, but not least, get creative and make your domain name memorable!



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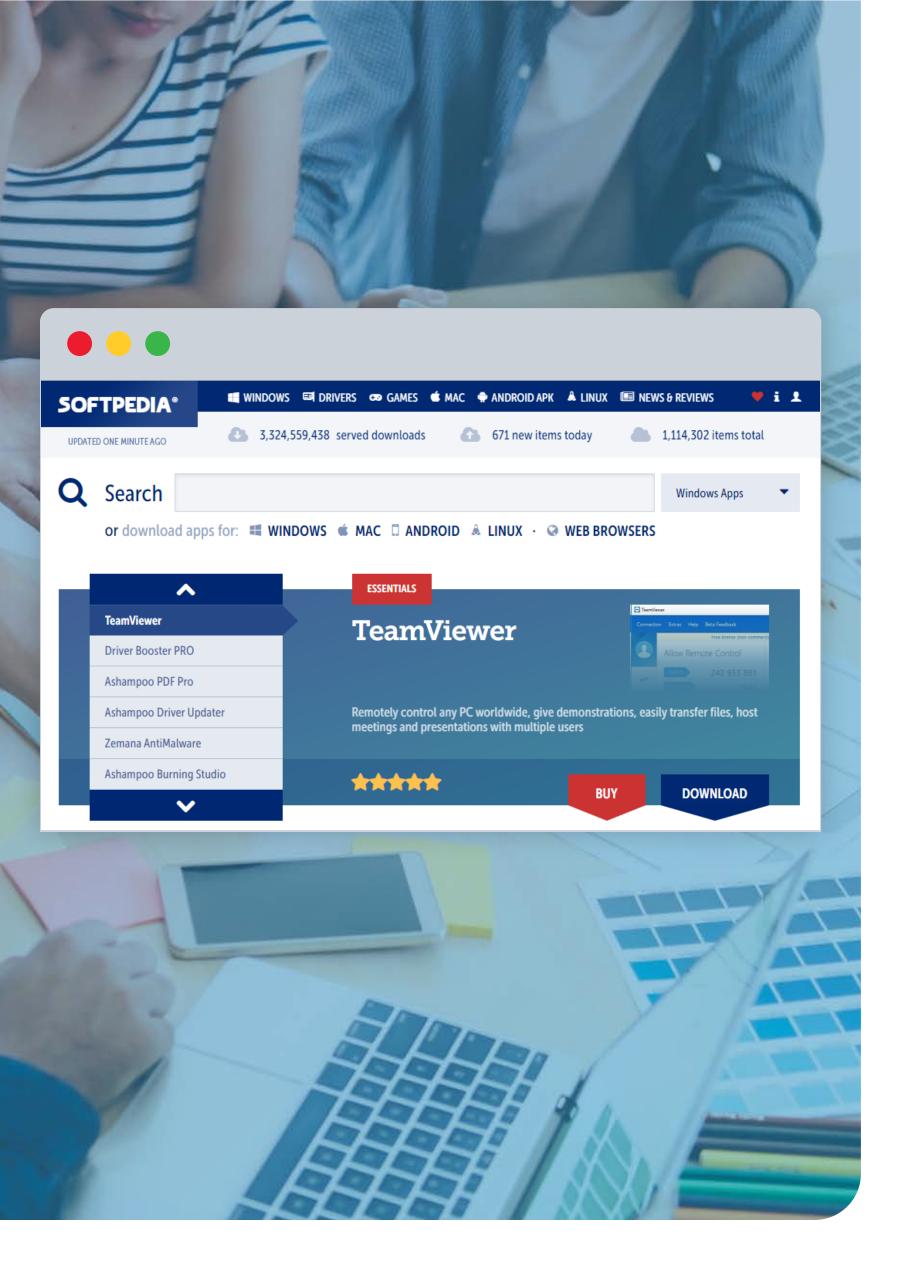
Choose a Website, Social Media or Both





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A "web host" allows your website to be visible on the internet. Through a web hosting service, you rent a web server that will make your website available to anyone who visits it. The main things you want to look for are ease of use, good customer service, simple WordPress installation (if you're using WordPress) and a fair price (a basic plan is enough for starters).



Use a simple and intuitive design.

Make sure the design and colors used for your webpage are not visually overwhelming; you don't want to distract users with too many buttons, widgets or unnecessary text. A cluttered or unstructured website can frustrate users, leading them to leave your website. For example, Softpedia.com, a popular download directory, chose to use a very clean design with delimited sections that provide a structured and intuitive hierarchy of information.





Mobile eCommerce is growing fast—it's expected to account for 72.9% of total eCommerce sales worldwide by 2021. Having a website with a responsive mobile design is not only good for users, but also has a positive impact on your search ranking, as Google indexes the mobile version of your website first. Leaving mobile out of the equation results in roughly 50 percent of your content and deals not being seen by shoppers.



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Choose a good web host.

Optimize your website or app to meet your users' needs.





















Your website should be fast.

If your site takes too long to load, users will leave. There are several free tools available online that allow you to measure and improve your page speed: Google PageSpeed Tools, GTmetrix, Pingdom Tools and WebPagetest. Use them!



Optimize your images for faster frontend.

Use WebP for images when possible (Cloudflare, a content delivery network or CDN, does this for you automatically). This image format uses both lossy and lossless compression. Also, always use images with the appropriate size. If you have an image that is bigger than is needed, you are transferring more data through the network and the browser has to resize the image for you. Use "lazy loading" to avoid or delay downloading images that are further down the page and not yet visible on screen.

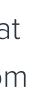


Include a call to action on nearly every page.

Tell visitors what you would like them to do next. Lead them down the path to making a purchase or contacting you. It's great to be a quality source of information, but you also want visitors to know they can make a purchase.



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Make sure each product is listed on a separate page with pictures, a description, review(s) if available and share icons for all the social media channels. If you do this, statistics show visitors are more likely to buy than leave the page. Make tables that summarize product features and ratings, allowing visitors to your website to compare reviewed products easily. For example, the download portal from CNET makes for easy browsing. Each product has its own page including download and buy buttons, editor's review, publisher's description, quick specs, full specifications and user reviews, all organized in a clear and logical manner.



Break up text with clear, relevant headings to make things easier for readers.

If there's too much information for a product, only keep the relevant aspects that can drive conversion, such as features, price, etc. For example, Softonic.com uses two separate columns for Pros and Cons and two different tabs for Softonic's analysis and users' opinions.



Put the most important call-to-action buttons above the fold.

The most important button could be "add to cart" or a "buy now," if the customer has not added goods to the shopping cart yet. Make sure that the right button is prominently located above the fold.



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Make sure every product has its own page.

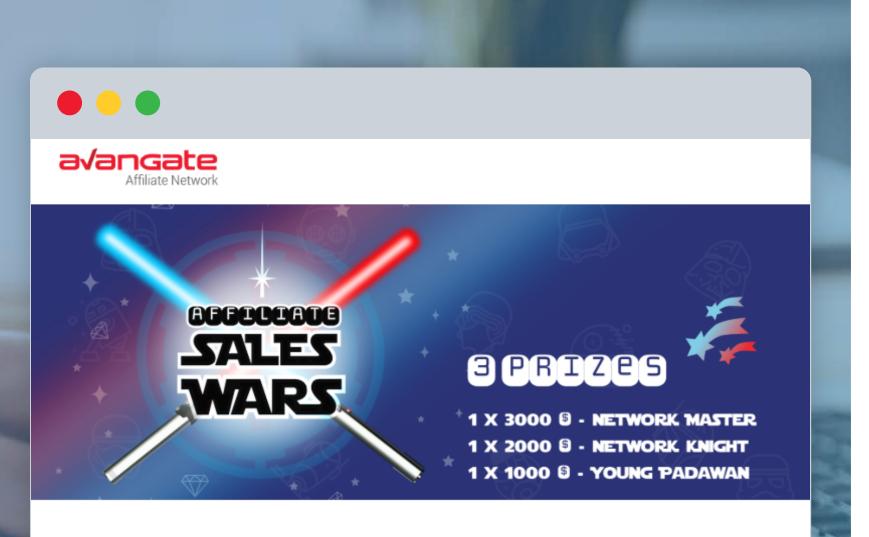




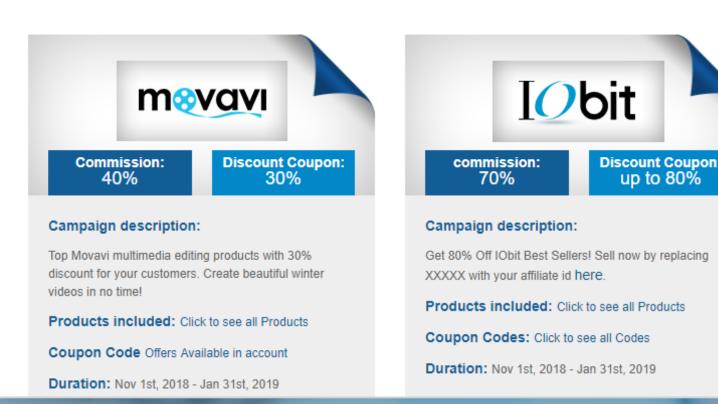








The contest admission is as easy as it gets - all Avangate affiliates are eligible to join the competition and win as it is stated in our Terms&Conditions







Introduce them in the news section on your website. For example, announce your Winter Holidays deals at least a week in advance, but don't reveal all details.





If you have a website or landing page, make sure it doesn't trigger concerns about privacy. SSL has become a must-have unless you want your users' browsers to display warning signs as soon as they land on your site. Although cookie notices are annoying, they can provide a sense of trustworthiness.





Social media is a great way to keep your target audience engaged with your website and encourage a loyal user base.





You can do affiliate marketing without a website. How? Leverage your social media channels by delivering quality content. Instagram and YouTube are the perfect starting point. Great visuals and catchy copy should do the trick.



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Highlight your upcoming campaigns.

Deal with GDPR.

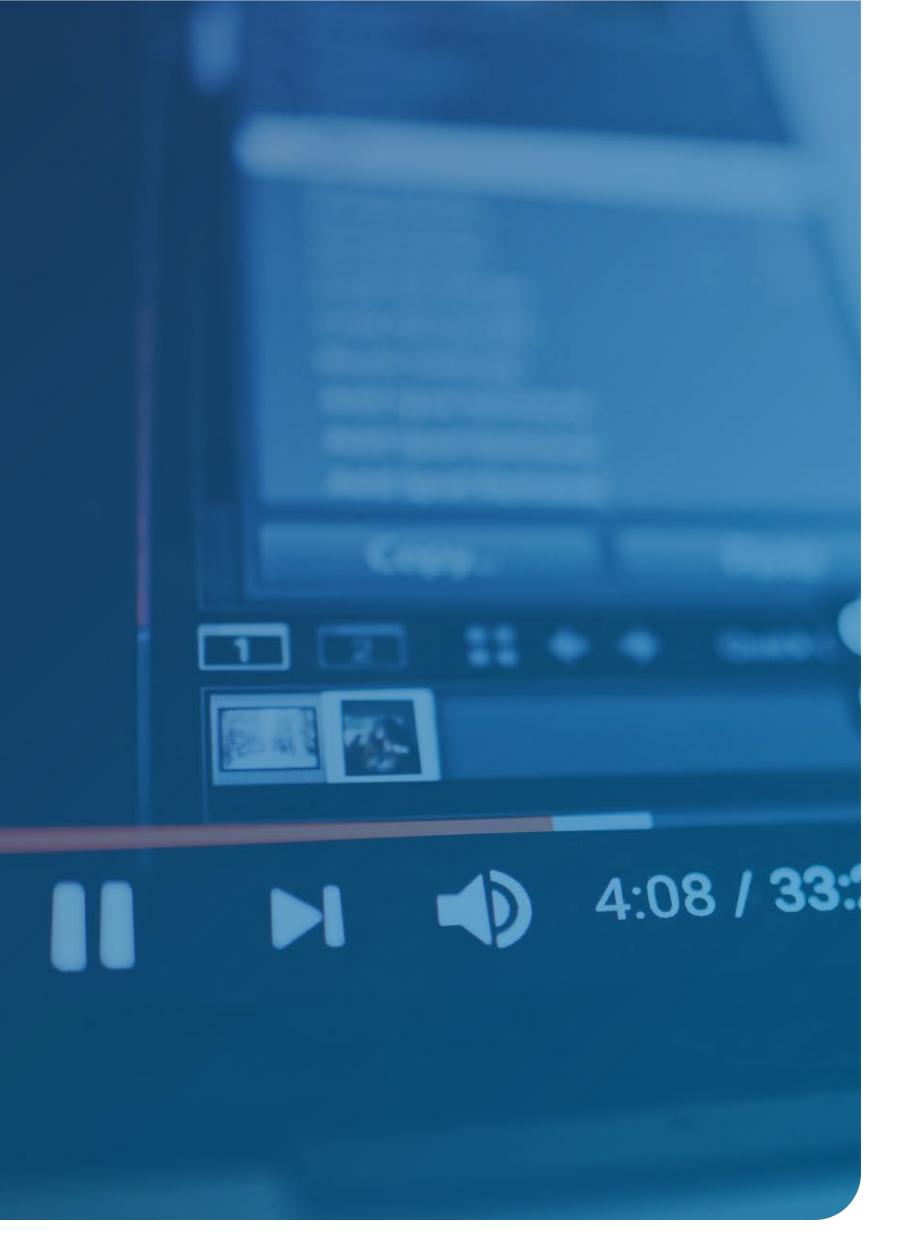
Keep your social channels updated!

No website? No problem.













Unboxing videos are a great way to talk about a product and show it to your audience if you can. Walk users through the pros and cons of a product and cover anything else you think is essential. Don't forget to slide your affiliate link in the video description.



Instagram and social influencers.

An influencer is a content creator who aims to educate and entice a particular audience. After building a loyal, established fan base with strong engagement, you can start advertising to them by recommending products you truly like and believe in. In your post descriptions, insert hashtags and shortened URLs with your affiliate links or unique, trackable codes users can share.



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YouTube videos.











Chapter Four Be a Content Creator 04



Content creators are taking the lead.

After 20 years of affiliate revenue being dominated by the coupon and loyalty space, power is shifting to content creators. A content creator is any person or company that creates content to inform and attract an audience and shares that content through a variety of distribution channels, usually on their own website, blog, newsletter, YouTube or other social channel. Content creation encompasses a variety of media such as articles, videos, podcasts, visual graphics and photography. For example, TopTenReviews.com has a ton of great content.



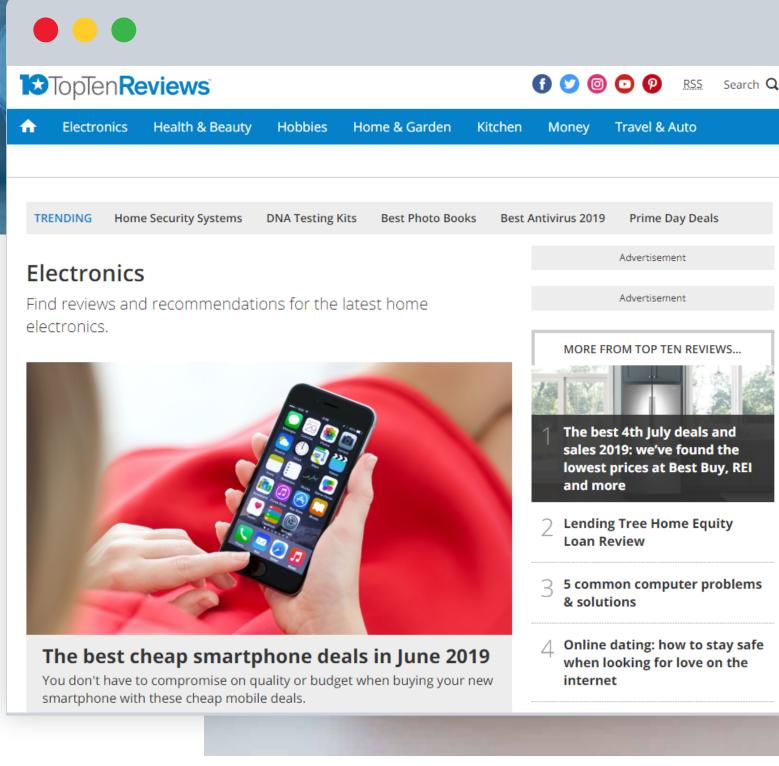
Your content influences your audience's buying decision.

Content creators may or may not have an existing audience but they usually focus on creating content on a particular topic or with a particular audience in mind. That is why content creators are in high demand online, because they can speak to a specific audience and affect their buying decisions, often more successfully than a brand or other paid marketing channels.



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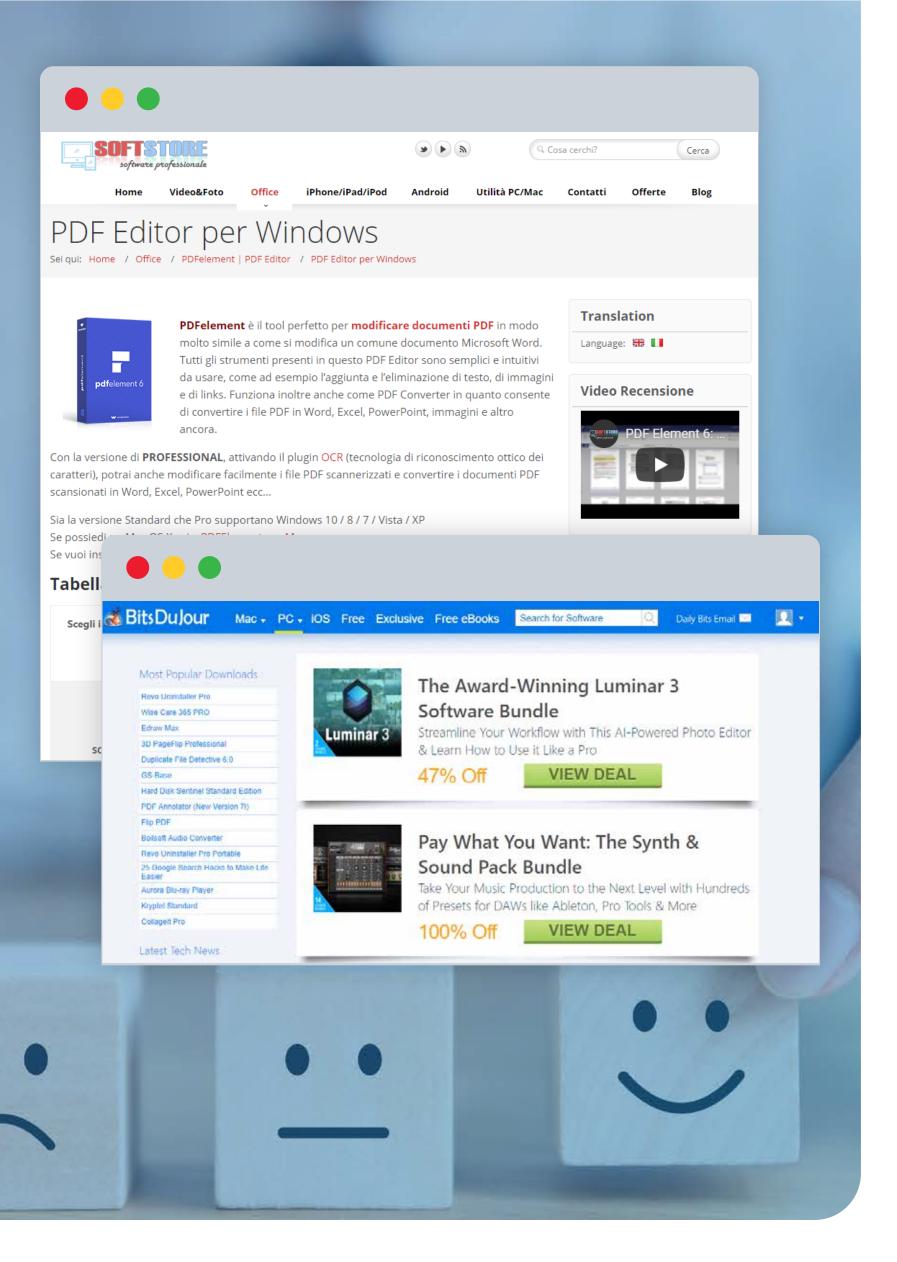
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They provide a ton of information about a product or service, usually described in full detail with product images, ratings, customer quotes, key takeaways and a full list of features, advantages, benefits and pricing. A very good example is Softstore.it, where Onofrio and Vincenzo Tota "produce" articles, guides and useful content for anyone who has problems with their computer or mobile device and propos[e] the best free or paid software solution."



Talk about the latest products and services along with related offers and campaigns. This is the best way to create and promote original content. Whenever necessary, ask your vendors to provide promotional materials for their latest products and update the info. Also, make sure to delete anything that is no longer relevant. BitsDuJour.com, a software deals website, prominently displays "Most Popular Downloads", "Latest Tech News" and "Latest Forum Posts" sections that are user-friendly and easy to browse.



The best pieces of content are the ones directed at your key audiences. Understand your customers: know their pain points, what gets them psyched and what keeps them up at night. Killer content addresses your audience's needs and concerns!



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Review sites are among the best-performing content sites.

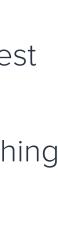
Keep your site's content fresh!

Write for your audience.





















Make sure that the product or service you're affiliated with is something you really believe in. Building relationships with a company that you stand by as a customer gives authenticity and integrity to your brand, and that builds invaluable loyalty.



Provide all the relevant information.

When people search the web, they're seeking answers. If your site doesn't provide the facts, visitors will move on to the next one in the search results. Don't be afraid of sharing too much information, and that includes prices. Studies show information-rich websites are the most effective in converting visitors into serious prospects.



Make it easy to find information.

Tables are extremely popular for price comparison purposes and make it easy for shoppers to compare product features as well.



Write valuable content.

Winning online today requires adding value to people's lives. Add value and users will come back for more, time and time again. When you think about affiliate marketing and how you can monetize your content, that means making sure any content you create is high quality and adds value to your readers' lives.



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Believe in the product or company you're marketing.













Movavi Video Editor Plus

Merchant: Movavi

Movavi Video Editor Plus includes all the functionality in the standard Video Editor,

Read more



SEO PowerSuite

Merchant: SEO PowerSuite

SEO PowerSuite is professional software for full-cycle SEO campaigns. Over 2 million users grew their online Read more



HMA! Pro VPN Merchant: Privax LTD

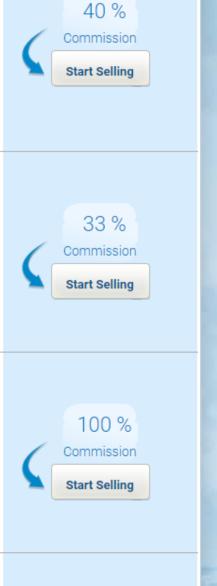
Secure your internet activity by using our advanced encryption tool - HMA! Pro VPN.

Read more

Wondershare PDFelement 6 Pro

Merchant: Wondershare Software The most Powerful and Simple PDF solution that changes the way you work

Read more



40 %

Commission

Start Selling





Users want consistency in your branding methods. They don't want a serious tone on your website and a funny tone on social media. Your overall tone, design, and personality should stay the same no matter how a consumer finds you.



Promote digital information products.

These products are attractive for two reasons. First, they have higher conversion rates because customers can get instant access and instant gratification when they purchase. Second, digital products typically offer much higher commission rates than physical products, which means more profits for you. The Avangate Affiliate Network Marketplace is the go-to place for the latest offers for software and digital goods.



Use webinars.

They not only engage people, with webinar attendees sticking around for an hour of content on average, but they also generate high-quality sales leads from all over the world. Webinars take prospect and customer relationships to the next level. In addition, they're cost-effective, typically with minimal hosting costs. The primary cost is your time. You can even take it one step further with live webinars where your audience can ask questions and interact with you in real-time, making the experience a little more wholesome for some consumers.



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Stay consistent.













Your satisfaction is important to us. We hope you recommend us to your friends and family. Below are reviews from many satisfied customers.

🛧 🛧 🛧 🛧 153 Reviews	
	WRITE A REVIEW
Reviews Product Reviews	
Ilker K. Verified Reviewer	05/31/19
Couldn't be better	
I had an issue with my activition code when I have sent the email t minutes they send me the information/solution for it and even cal unconvinience at the same time. Then called me again to recheck i This what I call great service. I will definetly recommend Anti-vRe	led me to appoligize for the if everythings was Ok.





Buyers like to hear from one another: product reviews are the most influential factor in buying decisions, more so than discounts and free trials. If you don't already have a reviews program, start one now! A very good example is MajorGeeks.com, a recognized software portal with a comments section, and also Anti-virus4u.com, a software website where users are encouraged to review products, websites and services.



Building a list of subscribers can take time, and you need a landing page to handle the subscription process. But your subscribers are the right target audience and may want to hear more information periodically. For example, BitsDuJour.com features the "Daily Bits Email" section in the header, where site visitors can sign up for daily emails.



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Customer reviews matter!

Build a subscriber database.









Chapter Five It's All About The Traffic 05



Make use of several avenues to bring in traffic.

Getting visitors to your site is great, and you need all the visitors you can get. This doesn't mean you should only place ads on your site. Look for relevant sites, place ads elsewhere using Google AdWords and expand your options.



Track and measure.

Data is essential when talking about traffic. Tracking and measuring whether advertising strategies are working is important because it'll tell you where to focus your efforts. It'll also help you decide whether to abandon certain strategies or not. Web analytics tools like Google Analytics, Mixpanel and Adobe Marketing Cloud can track your site visitors' behavior as they work their way through your content. Monitoring these patterns gives you a clear picture of what's working on your website and what isn't.



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Tools can make your work easier.

Adding links, making sure everything is search engine optimized, finding out whether ad campaigns are effective and generally keeping your whole affiliate operation productive can be a lot of work. Tools make this easier and sometimes even automated. Use ThirstyAffiliates to manage link addition and make them easy to look at since links can be long and ugly. AdSanity helps you set up banner ads and manage third-party ads without issues. Monster Insights gives you great analytics, showing you your best-performing links and identifying any gaps for you to fill in terms of opportunities. The WordPress platform is recognized for having some useful widgets, such as AffiLinker, Easy Affiliate and Affiliate Power, that can simplify your work.



Buy niche-specific abandoned domains.

Then redirect them to your website. This is a good way to drive additional traffic to your website.



Improving SEO.

Makes your website easier to find on search engines, and it boosts web traffic, meaning more potential customers. You can do it yourself or work with an agency or specialist.



Domain Authority shines at comparing your overall authority (your aggregate link equity, for the most part) to other sites and determining where you can compete. Attract real links that drive traffic, and you'll improve both your Domain Authority and your rankings.



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Improve your DA.













Smart keyword segmentation.

Get the most out of your SERP data with smart keyword segmentation. In STAT, keyword segments are called "tags" and may be two different types: standard or dynamic. Standard tags are best used when you want to keep specific keywords grouped together because of shared characteristics. Dynamic tags, on the other hand, are a fancier kind of tag based on filter criteria.



Do you have E-A-T?

Google's Search Quality Rater Guidelines put a great deal of importance on the concept of E-A-T, an acronym for expert, authoritative and trustworthy. To earn trust and authority with search engines, you'll need links from websites that display E-A-T qualities.



Optimize for voice search.

Voice search is on the rise. Because of this, optimizing campaigns for standard SEO terms is no longer enough. To stay relevant in the long-term, affiliate marketers need to start optimizing for more natural speech patterns and long-tail keywords as well.

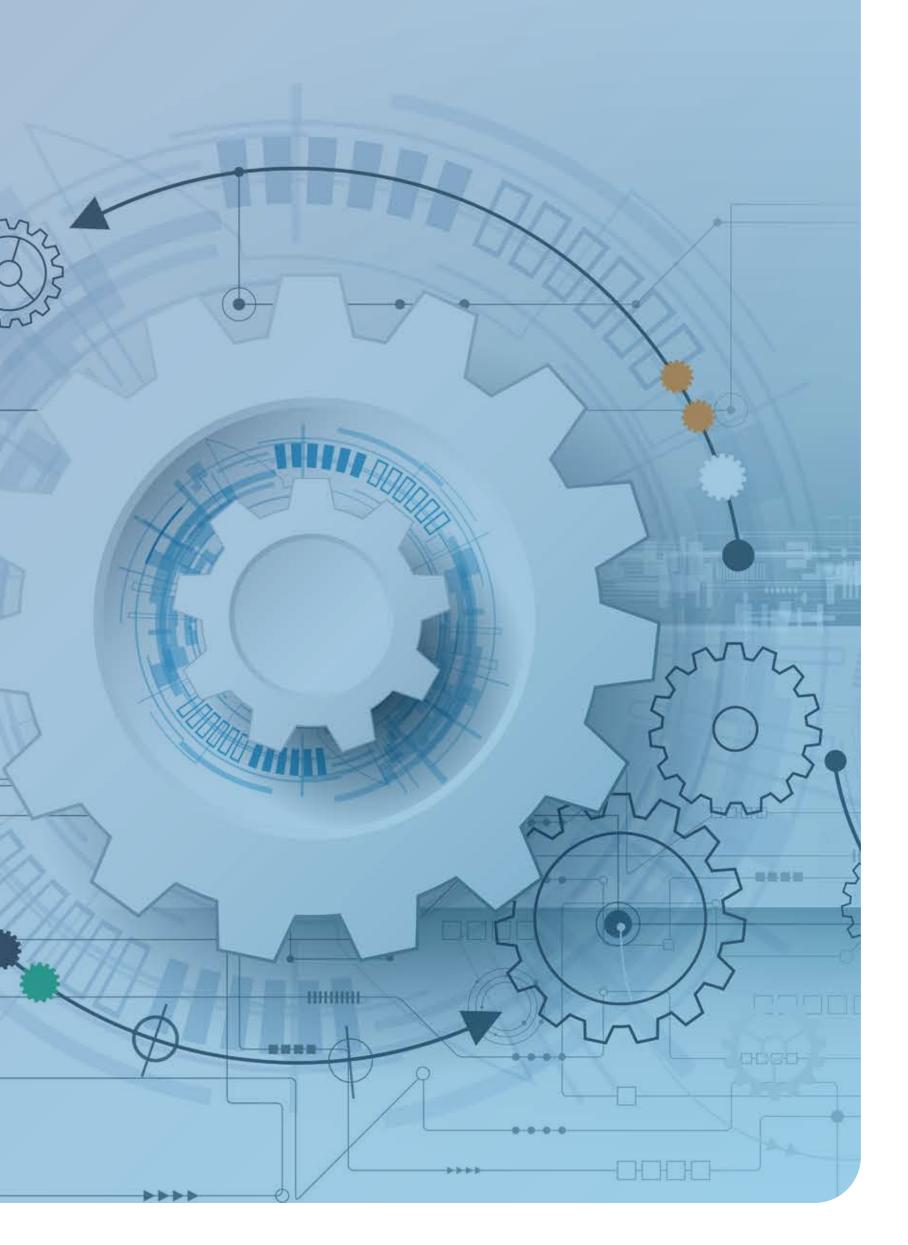


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Make sure that your site is not just optimized, but optimized for holiday shopping and other promotional periods. It's important to get started on holiday SEO early. Ramp up your holiday-related content gradually and start long before the big day, so that Google and other search engines have time to crawl, index and rank your site.



Aim for a high Quality Score.

Quality Score is Google's measure of how relevant a keyword is. A high Quality Score gets you those high-quality leads that are possible with Google Ads. You can improve your Quality Score by improving the relevance of your keywords, ads, and landing pages. To focus your efforts, start by looking at the relative score of the three subcomponents of Quality Score: expected click-through rate, ad relevance and landing page experience. The value for each component will be below average, average or above average. So this can guide you towards what to optimize. A good Quality Score can be just as beneficial as a high bid.



Diversify your marketing.

It's important not to rely too much on just one marketing channel, in case that one fails and you're left to start from scratch on another platform. It's also a good idea to diversify your content types, using video and audio as well as written content and images.



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Optimize your optimization.



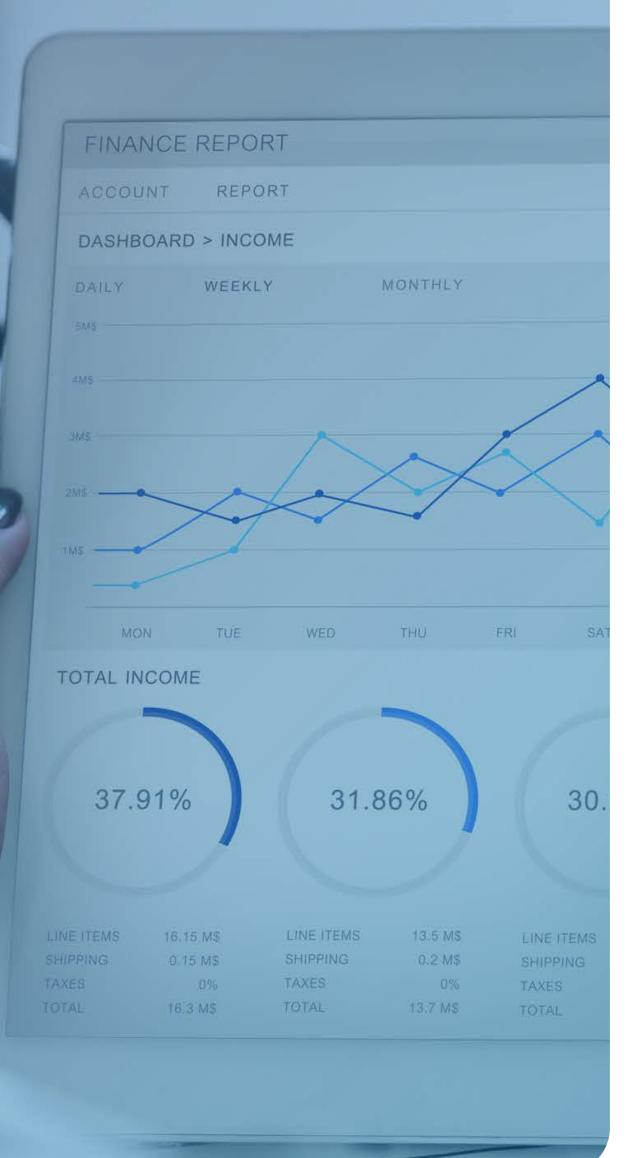
















Offering a gift such as a downloadable PDF, audio file, set of images or access to a members-only area is always a successful way to drive targeted traffic to your affiliate newsletter.



Another way to boost traffic to your website is to host a contest or a quiz. Registration should be performed on your landing page, and the details should be found on your affiliate website so you can make sure the users visit and know your intention as they enter the contest/quiz. The prizes you're offering should be something your users will find useful. You can always ask the vendors to sponsor the contest, offering them greater exposure in exchange for participating.



Posting on blogs that have a similar focus to your site, even if they're not as big as alternative options, will enable you to target your ideal audience more effectively. Strategically insert links to your own relevant work within the post, and even add a link to your author bio (if allowed).



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Incentivize the newsletter subscription with a freebie.

Hosting a contest or quiz.

Guest post on blogs with a similar target audience.





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Chapter Six Increase Conversion 06 1096 8796



Create interactive email campaigns!

Adding dynamic content and kinetic design elements to your email campaigns can boost engagement and increase conversions by reducing the friction in the buyer journey. The key is to provide easy-to-read but quality content in each newsletter to keep your subscribers entertained. Generally, people don't like reading long emails, but that can depend on your niche and personality. The great thing is, you can ask your subscribers for their opinions directly, such as what kind of information they want and how they want to get it. Email campaigns are a powerful and effective way to turn a site visitor into a customer. Check out best practices for email marketing to make the most of this channel.



Sweeten the pot.

If you're selling someone else's product, you can "sweeten the pot" by adding features that only your subscribers will get. They are already on your list because they believe in you, so make them feel like they are getting special treatment for buying your affiliate product.



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Use remarketing.

This means advertising directly to people you already have a connection with. This might include visitors to your website, your email database, Twitter followers or fans of your Facebook Page. Remarketing is proven to offer higher returns than normal online advertising for lower costs. Segmentation and Dynamic Remarketing personalize the remarketing experience and encourage conversion through relevant ads.



Don't buy PPC ads containing the vendor's name.

or product name unless you clear it with the vendor first. Most vendors do not want you to put a sponsored ad next to their #1 result for their own product name. They will lose money, in addition to the commission they're already paying you. You'll be a financial burden and may either be banned from your affiliate network or not accepted as an affiliate for that specific merchant.





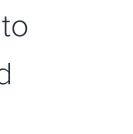
Link optimization includes the cloaking and shortening of links. This enables you to "brand" your links, as well as make them easy to remember and share on social media. Plugins, such as Pretty Links, let you do this within WordPress.



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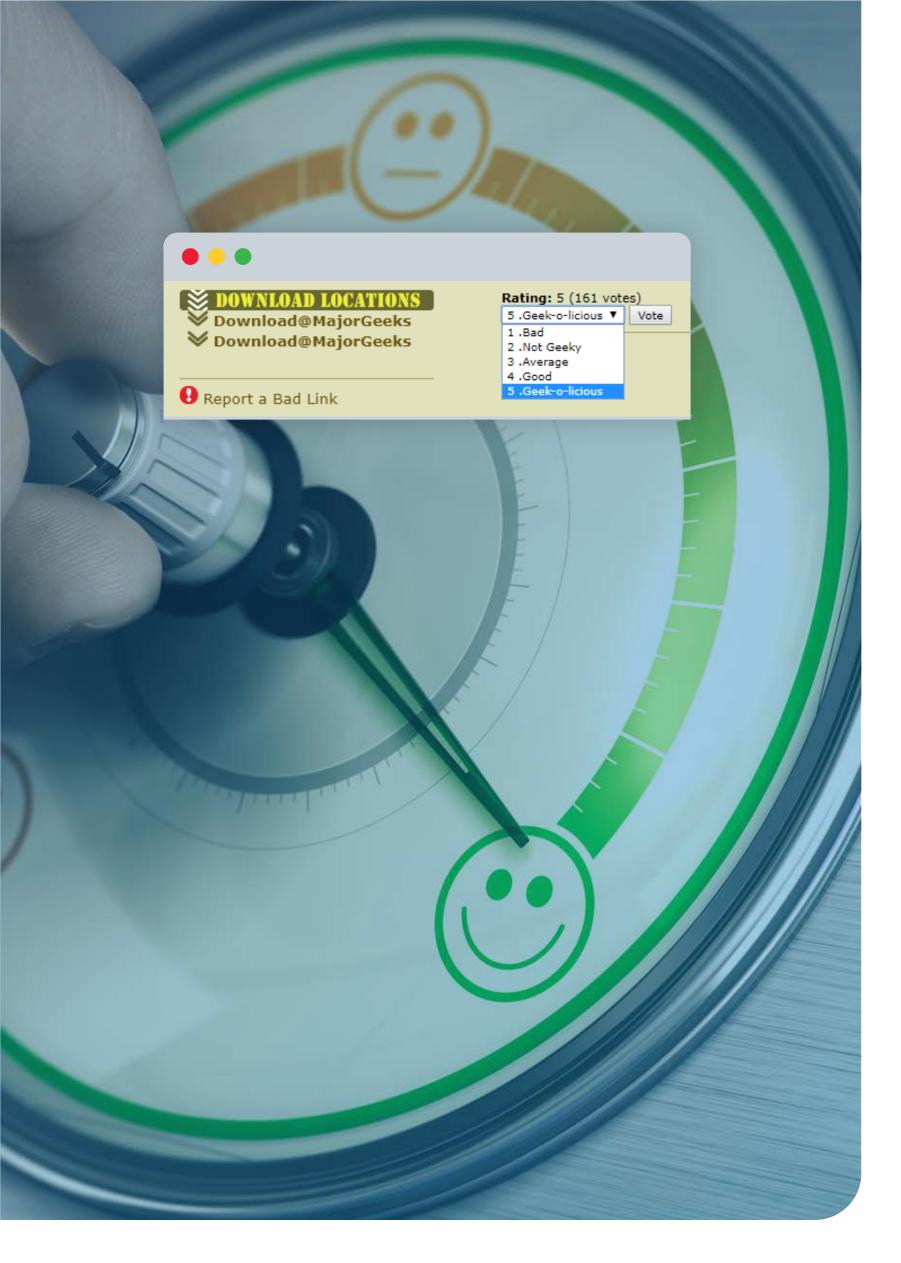
Optimize your links to boost their effectiveness.















Testimonials are HUGE! They have been proven time and time again to dramatically increase conversion rates. Anytime someone sends you a positive email or a good comment, ask them if you can share it publicly. If they say yes, also ask them for a picture of themselves. Some people won't want you to post their picture online, but adding an image to a testimonial makes it more personal and can increase conversion rates. For example, the team from Softstore.it has a special area for displaying customer testimonials.



People tend to trust other people's ratings. Enable a customer feedback option under the "add to cart" button to increase the product's perceived value. Most affiliates have integrated a grading system for their promoted products. For example, users can assign up to 5 stars for the products reviewed by Telecharger and Major Geeks, two websites which specialize in tech, software and digital goods.



This will provide insights on the quality and popularity of certain products, as well as user-generated content. Engagement can enhance performance.



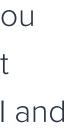
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Boost testimonials.

Add grades to the products based on customer feedback.

Use post-order emails to get customers' opinions on products they just bought.













Use the CTPM process.

The CTPM process is a proven method to increase traffic and skyrocket conversion rates. If you have never heard about the CTPM process, it stands for: content, traffic, pre-sell, monetize.





Case studies can be very powerful, especially if they're done correctly and provide accurate information. In affiliate marketing, a case study can be used to document how you were able to overcome a problem or obstacle using a specific method, along with a product or service you want to promote.



Write an eBook or provide a free report.

Writing and publishing eBooks is another powerful way to share useful content that will help you promote your affiliate products and services, thus increasing your affiliate sales.





Use the page that sends you more traffic or converts best and, most importantly, never stop testing your product pages!



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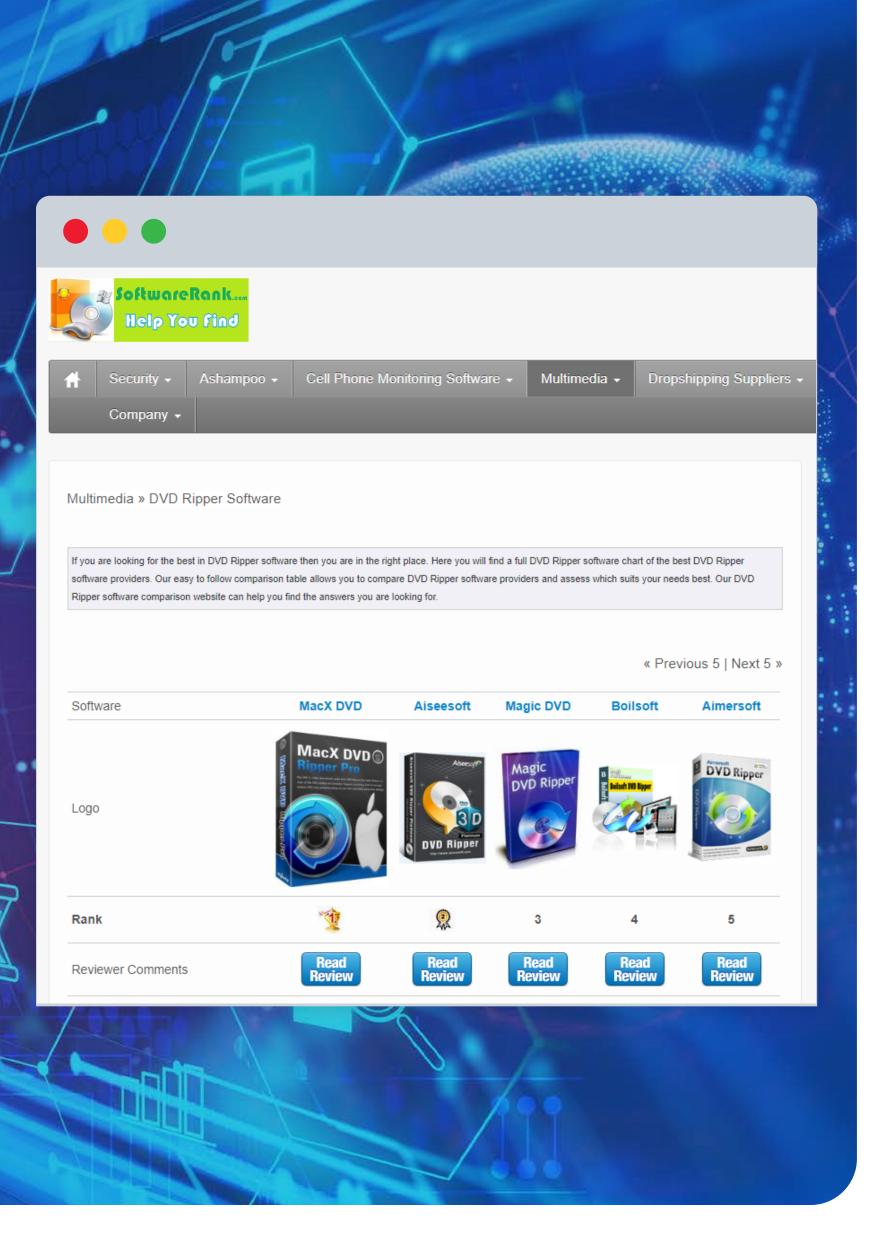
Create compelling case studies.

Always A/B test your product pages.













This is especially important if you're promoting more than one product in the same niche. A well-informed customer is more likely to convert than one that needs information that is not available on your website. SoftwareRank.com allows users to compare products and grade product features to make an informed purchase decision.



Personalize your website based on visitor location.

Personalize your offering with free delivery, a city-specific event invitation or another local incentive. If you're going international, localize the content (translations, products, costs, etc). Think globally, act locally! For inspiration, see www.retailmenot.com, www.retailmenot.ca and www.retailmenot.fr.



Use exit pop-ups.



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Allow your customers to filter and compare products.

Exit-intent technology allows you to make a last-ditch effort to convert visitors about to leave your site. By detecting when someone is close to navigating away, it presents the visitor with one final message (in a lightbox overlay) right at that pivotal moment. When you implement an exit-intent popup on your site, you could recover 10-15% of visitors.











Chapter Seven 07 Optimize The Shopping Cart



Use optimized shopping carts for best conversion.

Review the merchant's shopping cart and ask them about their average conversion rate. If you have your own template that converts better, implement it on the network side. Some networks, such as Avangate Affiliate Network, allow affiliates to customize their shopping cart templates for maximum conversion.



A/B test shopping cart templates.

Test different layouts of shopping carts to see which one converts better. Ask the merchant for more templates or implement your own to test.



Detailed product summary.

The shopping cart is a page that shoppers use to review their orders. Your mission is to clearly display all the relevant information regarding the product, including a product thumbnail, exact name, specifications, quantity, size, color and more. This will decrease the percentage of people abandoning their cart because of unclear information.



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Streamline to a single-page checkout.

Checkout processes sometimes have multiple steps in the purchase flow, such as delivery address, discount codes, payment details, etc. The more steps and pages that customers need to complete, the higher the chances of them abandoning the purchasing process. A better recommendation is to offer a single-page checkout flow.



Display a clear progress bar.

If you can't offer a single-page checkout, make sure your multi-step checkout has a clear progress bar. Customers want to know what is involved with purchasing from you and what comes next. If you can show them exactly where they are in the purchase process, they'll feel more secure in continuing with the purchase.



Display trust logos in your shopping cart.

The shopping cart should display trust elements like credit card logos and certification from security audit companies to instill buying confidence in your customers. Trust seals are the single most important factor to gain customers' trust in a website.



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Requiring customers to complete registration forms to make an online purchase is a bad idea. If you must get registration, try to keep the process as simple as possible to avoid cart abandonment. You can even offer your customers exclusive discounts, reward points or other loyalty items if they register with you or enroll in your email database.



Supplementary costs may include: shipping, handling, taxes and the like. Don't keep this information hidden until the last step. Customers need to know the total cost throughout the purchase process.



Clever information hierarchy & non-competing CTAs.

Information hierarchy is the structure used to display and rank information according to its importance. While designing cart pages, pay attention to the logic behind buttons, columns and titles, as these will heavily influence the users' perception. Avoid any possible confusion by making the information hierarchy clear and simple. You can use a variety of different colors (preferably matching your website), though it is recommended to use a maximum of 3-4 colors at a time.



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Don't force customers to register.

Disclose additional costs upfront.

















Highlight important information, use a distinct color to distinguish the CTA and use lines or columns to structure your page.





Then send an order confirmation by email or phone. Thank-you pages are an opportunity for future conversions and additional interaction with the client, so include up-sell and cross-sell promotions such as: You might also like or Customers that bought this item also bought. Don't forget to ask customers to share their experiences on social media.



Offer a wide variety of payment options.

Customers will have their own preferences for how they want to pay, so offer as many payment options as possible. A really simple example is to make sure you don't just offer credit card purchases, but also PayPal and potentially other options like Apple Pay. Even better is to use localized payment methods for specific territories, such as Boleto Bancario for Brazil. This will not only help you gain more conversions, but also reassure visitors who are used to a particular payment solution.



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Colors help you gain visitors' attention, so use them wisely.

Use thank-you pages after every purchase.















A "continue shopping" option is a smart way to offer your visitors a way to "abandon" their cart without leaving your website. Some online shoppers actually use carts as "wishlists": they just store future purchases there because they plan to buy later on. Make this easy to do so these users can come back and buy!



If done properly, these can improve sales an incredible amount. This process should be approached with care, and it should be regularly analyzed.



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"Continue shopping" option.

Cross-selling and upselling play an important part in e-commerce.





Chapter Eight Use Incentives a



Rewards are the easiest way to secure customer loyalty.

Loyalty programs are useful for retaining customers over the long term, so plan multiple tiers and rewards that grow over time.



New customers react to incentives.

Offer your visitors something in return for signing up or for making their first purchase. Discounts usually work best for software affiliates.



Use holiday coupons and discounts.

Be on the lookout for seasonal coupons and discounts that are offered by your partners, and give them prominent space on your site. Customers are on the lookout for these offers. Here are a couple of dates you should keep in mind: Black Friday, Winter Holidays, New Year's, Valentine's Day, Easter, Summer Clearance, Back to School, Labor Day.



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Use Incentives and Promotional Strategies











People love contests. Pick a theme that's relevant and challenging, take time to think about the procedure and prizes, and make sure you can collect demographic data or at least find out essential information from your customers. Ask people to share the contest details via social media.



Engage and reward your customers through incentive campaigns.

Most incentive campaigns let customers redeem points for rewards. Get creative and make yours fun. It's good to launch a unique incentive campaign, but keep it easy to understand and play. Don't complicate the process. And be generous: find the right balance between meaningful rewards and business profits.



Anniversaries, holidays and local events.

If you have little idea of how to personalize your offers, tapping into the calendar is the way to go. Firstly, anniversaries. You can create a customer-focused anniversary out of every event, such as birthday, a year since sign-up, 6 months using the product, the 10th time the visitor's viewed the same product and so on. Secondly, national holidays and local events give you a chance to convince shoppers to come to your brand. The key is to blend your promotion into the relevant theme. For example, for a birthday, include a coupon discount for the favorite products. For local events, try a themed pop-up on your website informing about an automatic discount.



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Organize contests.



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Leverage your contacts to multiply your traffic. Today's consumers favor a personalized approach, so you should use a persona-driven message, filled with contextual information and an unique referral link. Also, the information about the referral program should be ubiquitous and you should have an omni-channel approach. Your rewards structure should be engaging and performance-oriented.



Post-GDPR re-engagement offers.

Apart from anniversaries or incoming requests from your customer base, you might also proactively fight for new purchases using email, SMS or push notifications. This is tricky in the post-GDPR world, but incentives can help you get consent for offers that are personalized and contextual. You can achieve this by sending out unique offers based on time (eg, 6 months since the last purchase) combined with favorite products (your antivirus is discounted this weekend) and with geolocation (now available in France).



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Refer a friend.











Chapter Nine



Monitoring how much traffic you generate is critical.

+40.25\$

Google Analytics is one of the most widely used traffic monitoring tools available. It's free for Google accounts and offers tools to track and analyze content, ads, social media and conversions, the last of which is an important metric that shows when a user took an action, such as making a purchase or signing up for an email list.



Measure your traffic metrics.

Impressions show the number of times a banner ad is viewed. Clicks measure the number of times the ad or link is selected by a consumer. The number of sales track how many times a user made a purchase, and sales revenue is the money made from these sales. While conversions are often viewed as sales, conversions can also include other actions, such as signing up for a mailing list or downloading software.



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While raw metrics are important, the data must be processed to fully track your affiliate marketing performance. Dividing the number of clicks by the number of impressions gives you a click-through rate, which shows at what rate your ads or links are selected. You can also analyze the conversion rate, showing conversions, such as sales, divided by the number of clicks. Earnings per click show how much commission was paid per click, and the average order value is the sales revenue divided by the number of sales made.



Explore other useful traffic metric tools.

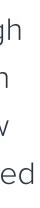
Google Ads and AdSense track traffic through the ads placed on your site or purchased on another website. Paid services offer even more thorough tools for analyzing traffic. Consider Wordtracker, which tracks the keywords that produce the best results, and Clicky, which delivers analytic data, showing results in real time.



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Analyze your metrics.









10 Chapter Ten Choose the Right Network and Products



Find a vendor that values affiliates.

With just a little experience, identifying a vendor that is not overly interested in their affiliates is quite easy. There will usually be signs on the sales page, such as alternative payment methods that do not give you credit for the referral, paid advertising blocks and prominent links to products not in their affiliate network. Quality vendors will also provide good tools to help their affiliates, including banners, product images and even some helpful demographic information.



Check that the affiliate tracking functions correctly.

The ability to track affiliate referrals is integral to your success, so make sure there are no flaws in the process. From your point of view, make sure you have correctly set up all links, and check each individual link for the destination and that the right code is attached. Next, verify that the vendor is recognizing your affiliate link and tracking it appropriately. Your affiliate product selection must include proper tracking so you receive credit where credit is due. You may even be able to buy the product with your link to verify you are being credited. Finally, make sure you are included in any up-sells after the initial purchase. This can add a considerable amount to the revenue you bring in.



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Network with joint venture partners.

In any given market, you can usually find a number of successful players to select your affiliate products from. These could be the biggest affiliates with large mailing lists or the product vendors themselves. Building connections with these people can be the quickest route to success in affiliate marketing and finding a great product. Good joint venture partners will often give you early access to the latest products, priceless information about conversions and the best traffic sources, higher commission rates based on your success and promotion to their mailing lists or social media



In any given niche, you will probably find a lot of people all promoting the same product. Instead of following the crowd, try to seek out the hidden gems in your market. These could be independent merchants or new products just bubbling to the surface. Taking on established affiliates can be a long process, but finding a quality product that is just waiting for the right promotion will set you apart.



Product conversion rates.

If you're using paid search or media buying, ask the affiliate network to give you information about the products' conversion rates (Click to Sale or Click to Lead acquisition) and EPC (Earnings per Click). If you are considering promoting products or services that work on a freemium or limited free-trial model, ask the merchant about the conversion from trial to sale.



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Avoid following the crowd.















Look for product variety and relevancy.

People love to have options. Even if they know what they want to buy, they like to have the opportunity to choose something else similar that may be even better than their first choice. There are some networks that specialize in a certain niche. Avangate Affiliate Network, for example, is focused on digital goods and online services and has over 21,000 products from which to pick and promote.



Start promoting products and services you know well.

If you have a security blog, your customers will expect to buy software and services you have talked about in recent reviews. They'll also want to know about virus or malware that may affect their systems and hear your advice and guidance on best practices in the security space.



Don't lose money.

You won't get rich from a \$1 payout. In order to make your activity profitable as well as support your marketing efforts, ensure your commission matches your business needs. If you're offering a top-selling but relatively inexpensive product, it's okay to set a lower commission, but try to also offer your customers higher-value products so you can earn more commission.



Create your own product.

You can create a mobile app related to your field of expertise, develop a special seasonal bundle with products from different merchants or—perhaps the best example because it suits any business—write an e-book. Become the expert and get recognition, and customers will come to you, not only to get advice but also to buy.



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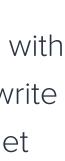














Chapter Eleven

Now that you have the knowledge, it's time to act!

Enter Avangate Affiliate Network.

By joining our network, you could drastically reduce the time it takes to build the plumbing for your business and focus on driving revenues by adding that personal touch, the spark of passion every affiliate business needs!



As our affiliate you will:

- \checkmark
- \checkmark
- Access comprehensive reporting; \checkmark
- Accelerate your affiliate sales with our professional affiliate program management; \checkmark
- Benefit from flexible discount opportunities; \checkmark
- Use localized shopping carts; \checkmark
- Reduce your workload with automated data feeds; \checkmark
- Leverage our affiliate support team, available 24/7; \checkmark
- Choose from flexible payment methods. \checkmark

If you have any questions, please contact our affiliate team at affiliate.network@2checkout.com. Here's to your new online journey toward becoming an affiliate marketer. We wish you success!



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Get Started with Avangate Affiliate Network

Create partnerships with merchants that match your business model, with commissions up to 75%;

Choose from a growing catalogue of over 21,000 software and digital goods products;











About Avangate Affiliate Network by 2Checkout

Launched in 2006, Avangate Affiliate Network was awarded the mThink Blue Book badge for #1 Software and Digital Goods Affiliate Network five years in a row. Our platform provides the right tools that enable you to focus on your strategy and campaigns and worry less about the means to achieve your results.

Avangate Affiliate Network is a a service offered by 2Checkout, which is the leading all-in-one monetization platform for global businesses. The platform was built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce like global payments, subscription billing, merchandising, taxes, compliance, and risk, so they stay focused on innovating their products and delivering exceptional customer experiences.

Get more information at www.avangatenetwork.com and at www.2checkout.com.

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