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Email Marketing: Grow Your Business With Affiliate Marketing

What is Affiliate Marketing?

Affiliate Marketing is a revenue sharing venture between two businesses. Business one (your business) pays business 2 (your affiliates) for sending new customers to your site. An example is having your affiliate host your ad on their website. When potential customers find your business through the affiliate site, you pay the affiliate money. The affiliate benefits by being paid to host your ad, and your business benefits by acquiring potential new customers. It is often one of the more cost effective channels since you only pay when a successful transaction happens.

Affiliate programs are ideal for businesses that are trying to get new customers. In as little as six months to a year, you can have hundreds of affiliates marketing your products or services, often at a lower customer acquisition cost than other channels of online advertising.

Affiliate Networks

If this is your first affiliate program, you may want to consider working with an affiliate network. Affiliate networks connect advertisers and publishers who can drive traffic to your website. Additionally they provide tracking, reporting and handle all affiliate payments.

With new programs, affiliates often feel more comfortable working through networks. There tends to be more confidence in tracking methods, as well as faith they will be paid in a timely manner. A downside to joining a network is the upfront costs, which vary from \$575 to \$6000. We have listed an overview of some popular affiliate networks.

- **Commission Junction** – A premium priced affiliate network. Since 1998 they attract a majority of the larger brands and have many high quality B2C and B2B affiliates.

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VERTICAL Call Center Training Academy (CCTA) addresses the primary need of providing employment opportunities for the job seeker industry. VERTICAL CCTA offers classes in call center training programs and courses in training and career coaching, resume preparation and career advice. We plan to expand our focus by adding additional training programs and introductory courses to provide complete career advice, education and counseling in the near future.

Our training facilities will not be used for agents unless for them to be recruited. The only person permitted to purchase CCTA for employment purposes, including those in your industry and access to hiring and recruitment process for current workers during the course of their training or upon graduation.

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BuildBookBuzz

Book Marketing Plan Template

A marketing plan is your blueprint for success. It will guide your book promotion activities.

PART 1: Your Book Marketing Plan Elements

It helps to understand the seven book marketing plan elements before using your fill-in-the-blanks template on page 5. Read each element description before filling in your form. *(Note: Underlined text links to more detailed information online.)*

1. Situation/Overview

In one or two paragraphs, describe your book and what makes it different from the competition. What makes it marketable? And what makes you marketable as its author? Do you have unique credentials? Include your publication date, whether it's in the past or the future.

2. Target Audience

Who will buy the book? What media outlets do they read, watch, or listen to? If you want to reach "married women with no children and a household income greater than \$50,000," say so. The more focused you are, the more likely you are to reach the right audience efficiently. (Need help with this? See ["Who Will Buy Your Book: How to Figure Out and Find Your Target Audience."](#)) List as many target audiences as you need.

3. Goals

A goal is a broad statement of direction that is determined by your needs. In this case, your goals are related to marketing your book. With good goals in place, you can look at each marketing tactic and ask, "Does this step help me achieve my goals?" If the answer isn't "yes," the tactic should be removed from the plan. Goals are well-defined. They tell you which direction you want to go.

Use these sample book marketing plan goals to jumpstart your thinking:

- To become an Amazon category best-seller within two months of my book's publication date. (Note: That link is an affiliate link for a free how-to e-book.)
- To develop a fan base that will lead to increased sales of more books in my fiction series.
- To generate book sales through increased visibility in city business journals coast-to-coast.
- To use book publicity to generate paid speaking engagements.
- To help position me as an expert in a way that will generate more clients.

Get free tips every week! Subscribe to the Build Book Buzz newsletter at <https://buildbookbuzz.com/gift>.

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