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Affiliate Marketing Ideas For Long Term Success

When building a long-range referral marketing program, pay attention to the ever evolving market, and develop a networking plan that keeps you in the loop with other [affiliate marketing](#) gurus. This allows you to find out what your associates are doing successfully. This method can save you a lot of time and headaches, not to mention put extra money in your pocket.

Out of all the approaches to referral marketing that can keep you in the driver's seat, lead capture and building a client roster is the most important. A lost visitor to your site is a lost sale. If you fail to capture the email address, you'll be throwing away all the traffic that comes down the pipeline. Think of it as capturing the "opportunity" for profit in both the short and long term.

[what is affiliate marketing](#)

When someone visits your website for your referral marketing program your goal should be to turn a reluctant buyer into a paying customer. The best way to do that is to educate every visitor to your site. This is a great way to capture leads. Your website should point out why they need your program and then point out how easy it is to get started if you know what you are doing. For those that don't know what they are doing all they have to do is sign up to your free report to learn how. Providing free information to help your visitors learn will increase your conversion process. Once you have them on your email list you can educate them until they are ready to buy or join your referral marketing program.

Be on the lookout for merchants who might cheat you out of commissions you've earned. The merchant can track everything up to the point of payment and will credit you if the customer pays by credit card. On the other hand, if the customer pays via Paypal or cheque, the merchant can opt not to pay you and you'll never know the difference because your affiliate ID number is immediately tossed. You can bypass this challenge by doing your homework to see how many options the merchant offers. Go on their site and simply follow through on a purchase.

[best home business](#)

Another easy way to ensure you get the commissions you are owed is to promote products through a reliable merchant. Such merchants would be Commission Junction or Clickbank. Using these services adds another level of security for you and ensures you will get your commissions. Being smart when you chose your referral marketing company and how you promote it means more money in your pocket, which is the entire goal.

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