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Affiliate Marketing Tips For Long Range Success

If you are planning to build a long range referral marketing program then you need to look at the long term horizons of your business. It is very important to build a network of other [referral marketing](#) experts. By building a network you can easily stay on top of what other successful team leaders in your network are doing. By staying in the loop you can save time and money but focusing your efforts on what works and not wasting them on useless endeavors.

One of the most successful ways to build your referral marketing business is to capture names and contact information, also known as leads. If you just promote your website without capturing their information then once they leave your site they are gone forever, or worse you have to spend time and money to get them back to your site. With an name and email you can then market to those leads several more times after they leave your site which is why they say the money is in the list.

[affiliate marketing ideas](#)

As an affiliate marketer, you have the ability to educate every customer that visits your site. The goal is to turn a hesitant prospect into a buying customer and this allows you to market to your customers repeatedly. Having that customer list in place also allows you to market other products without having to go through the challenges of creating a new advertising promotion. This creates a large measure of control in the 'conversion" process, otherwise you're at the mercy of the merchant's web copy. Your job is to lure the customers in and expose them to your intended message many times over. This way, when they reach the merchant's site, the "buy now" signal will be on.

When you join a referral marketing program do your research and be on the lookout for scam artists. These companies can track every sale you made, if the company you are joining can't do this then you will have to track the sales yourself, which is very hard and will lead to lost commissions for you. All you need to do to check this out is to go on the website and make a purchase and watch closely how they track the sale, if you see your "sponsor" or "mentors" name anywhere on the receipt page then they do a good job at tracking the sales to the affiliate.

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You can also use a link such as Commission Junction to evaluate a potential merchant before you jump into a program. Also, joining an affiliate program through an existing network means there are more eyes watching the merchant, which serves to raise the standards of the merchant's business practices. Smart referral marketing means more profit dollars paid to you in the end.

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