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How To Use Social Networking Sites For Affiliate Marketing Success

Social networking sites have become a major online fad with both young people and professionals alike. These sites are also commonly referred to as Web 2.0 sites and are mainly used to socialize over the internet. Various forms of social networking sites include; forums, blogs, discussion boards, bookmarking sites and the ever popular Facebook, Twitter and MySpace. These social networking sites have members who are all interested one common thing - socializing.br /

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Social sites have mushroomed in the recent years which now offer users a variety of new utilities. The most popular sites provide features like picture upload, broadcast messages, comments, video or audio upload, status updates, etc. There are also other social networking sites that help members to conduct discussions on various issues through their discussion boards. In addition, there are some sites like Squidoo that allows their users to make a quick buck in the form of affiliate revenues. br /

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For the affiliate marketer, social networking sites are a great platform for gaining and maintaining new relationships. Although, the majority of affiliate marketers today are unaware that these sites can be utilized for generating new sales and building their sub-affiliate database - the successful affiliate marketer who is aware, generates a comfortable living offering affiliate products via social networking sites.br /

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Before you decide to use social sites for generating affiliate revenue, or conduct affiliate marketing work, you must do your due diligence and read the sites terms and conditions for membership. Since different sites have different terms and conditions, it is very important that you are fully aware of them before conducting activities like affiliate marketing. For example, there are social networking sites that allow you to add a direct link to the program or product, whereas there are some who dont even allow you to link to your personal website or blog. There are even sites that wont allow you to send links via messages, for sites that are directly or indirectly linked with a product sale. br /

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There is also the option of joining forums and discussion boards, where instead of directly pasting your sales pitch, you can join the discussions and provide good, relevant content and feedback and then try to slowly push in your passive sales pitch. For instance your signature can contain elements that can give a little idea about the products or the services that you are marketing. So, as the number of posts increase, the more your advertisement can possibly be viewed.br /

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Here are 6 Tips for Social Affiliate Marketing Successbr /

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1. Sign Up. Become a member of social sites that you know other affiliate marketers might use. Dont overlook any of them until youve given them each a chance.br /

2. Dont Sell. Dont push your product or service on to new friends of these sites. Provide the information subtly and see who bites first and then make the sale. These sites are about socializing and networking, fill your pipeline first before you saturate your community with your product solution.br /

3. Link, Link, Link. Add your affiliate link or website link everywhere you are allowed. All these sites have places for you to add your bio, other information and on topics that interest you.br /

4. Socialize. Just dont sign up and hope people will find you. You have to find people and engage them with a fun, positive attitude and by providing relevant content that your friends may find valuable.br /

5. Be Consistent. Be active on these sites daily. Dont work hard one day and then skip the next two. Stay active, stay seen.br /

6. Become Popular. These social networking sites are simply an information popularity contest - whos got more and whos got better. People buy from people they know and trust -- become that person.br /

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Social networking sites are an excellent arena for meeting new people and making new sales. They can provide a huge boost in income if used in a prudent manner.br /

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