

10 Biggest Mistakes In Affiliate Marketing And How To Avoid Them



10 Biggest Mistakes In Affiliate Marketing And How To Avoid Them

Thank you for downloading this Affiliate Marketing Report.

We hope you find the content interesting and useful in your affiliate journey.

Though anyone can achieve great success with affiliate marketing, not everyone manages to have that success.

The reason?

Well, there are quite a few actually, but in this report we'll look at 10 of the main ones.

These are the biggest mistakes that make success in affiliate marketing very elusive.

Study them well and read up on how to avoid them.

Hurdling through these mistakes can spell the difference between monumental profits and dismal performance in your affiliate marketing campaigns.

So let's get into them now.

1. Believing that people will just click on your affiliate links.

This first mistake is a common view for many new affiliate marketers and comes about because some affiliate programs say that all you need to do is share your affiliate links.

This is wrong!

Though an affiliate's job is merely limited to pre-selling, pre-selling involves more than just displaying the affiliate links.

It also entails encouraging people to click on the links by promoting the benefits that can be derived from the affiliate merchant's products, giving favorable recommendations about the use of the product, and providing an encouraging offer that would entice readers to check out the package.

2. Believing that there's such a thing as organic website traffic.

Organic website traffic, or traffic that is naturally generated by a website, is a myth.

There is no such thing!

If you're hosting your affiliate links in a website, you can't expect people to find it just like that.

You have to help them find it. This can be done through effective SEO techniques and efficient marketing strategies.

One of the best ways to get people to view your website is through the use of the best organic traffic method, which is Social Media.

Use your social media channels to post valuable content which directs them to your website where they will find your affiliate links.

Over time this builds trust with your audience, which makes them more inclined to click on your affiliate links.

3. Believing that employing one marketing strategy is enough.

Some people actually think that submitting one article to their website or social media would give them the amount of traffic they need. This is a fatal mistake.

Limiting yourself to a single, or even a couple, of marketing tactics would be limiting the number of visitors you could generate to your website.

Also, you'll fail to tap into other segments of your targeted market if your tactics aren't flexible enough to expand.

Posting on social media is a daily task, posting new articles on your website is at minimum a weekly task. The more you post and the more consistently you post, the more people will start to see your content and therefore your affiliate links.

4. Failing to study your campaign's performance.

Most affiliates merely check on how much they have earned per day, and if such an amount remains at low levels, they fail to make corresponding adjustments because, well, they don't know which aspects of their campaigns need improving.

It is important to study every facet of our marketing strategies.

- How many visitors are we generating for our website or social media?
- How many of them are unique?
- How many are returning?
- How much time do they spend in our pages?
- Where are they coming from?
- Where are they going when they leave your website?

These are the questions that can be answered by an excellent visitor tracking software program, and by responding to comments on your social media channels.

Asking these questions can help you improve the performance of your marketing campaigns.

5. Failing to find an affiliate program which actually offers sellable products.

Some affiliate programs may offer as much as a 95% commission per sale. But if the products are impossible to sell, you'd never realize the profit the program promises.

What you need to do is find products which offer good commission rates but also provide proven results that the product sells.

Before selecting a product to promote, you must do your research into the product, look for honest reviews, check out if the product is popular and sells well. You can research the product on the internet and also on social media.

On social media search for any groups which have been created by other affiliates and see how well they are doing. You are looking for results based posts which show actual commissions made.

6. Failing to find an affiliate program with a proven record of consumer satisfaction.

The credibility of an enterprise depends on how people view it. This is closely related to the previous mistake.

If the affiliate program has established great relationships with the members of its target market, then it has established a brand which is recognizable for its excellent service.

You'd have an easier time pre-selling such an affiliate program's products and should search out these types of products in similar ways to the previous mistake.

7. Failing to keep abreast with the latest developments in the industry.

There will come a time when the marketing knowledge we know would become obsolete, more so in the field of internet marketing where everything transpires at a rapid pace.

You have to constantly update yourself with the newest trends, techniques and news in this field to always keep your competitive edge.

You should also not rely on a single product to promote, because over time most products sales will drop as the market becomes saturated.

Look for products which develop over time and keep up with the latest trends to ensure that what you are promoting is always current. But also look for other products in your niche that meet the same criteria and promote those as well.

Multiple streams of income will serve you better than focusing on a single product.

8. Failing to invest on knowledge.

Knowledge evolves and likewise you have to evolve with it.

Buy noteworthy eBooks, special reports and suchlike, Watch videos on YouTube and social media about marketing tactics and methods that work.

Join affiliate programs which provide comprehensive training on marketing and the current trends, those which would teach you the latest tactics to help you conquer your field.

9. Resting on your laurels once a semblance of success is achieved.

Success is not eternal. You have to sustain it.

If you leave your business alone once it shows the promise of success, you're just setting it up for failure.

This is where you need to be consistent in your marketing efforts and never stop. Over time you may be able to put in place some form of automation, so you don't need to be sat at your computer 24 hours every day, but to start with you'll need to ensure you post new content every day.

You'll also need to follow up with visitors to your website and those on social media who comment on your posts. If they see you are a genuine person who responds to their questions, they are more likely to buy from your links.

10. Believing that affiliate marketing is a "get rich quick" scheme.

It is not. It is a business.... Your business!

And as with any business, you have to invest a certain level of commitment, a lot of time, some financial resources on occasions, and a whole lot of effort, if you want to truly realize the many wonderful things that this field does promise.

In the early stages this can seem daunting, but as we've said over time you'll be able to build a business which can almost run itself, leaving you to enjoy the profits it brings in and research more products.

Conclusion

So there you have it, a quick walk through of some of the most common mistakes many people who come into affiliate marketing make on a regular basis.

Don't be one of those people, Take note of the points made in this short report and make sure you don't fall into these mistakes.

I'm convinced if you follow the advice herein, you will be a successful affiliate marketer and build a profitable business.

To Your Success

Graham Lee

Our Best Offers

[List Building in 3 Easy Steps](#)

[Free Report – Why You'll Never Succeed Online](#)

[Get Your Unfair Advantage](#)

[Free Book to Generate Up To \\$104,170.53 A Month On Autopilot](#)

[Become a Clickbank Super Affiliate](#)

[Affiliate Commission Generator](#)