The 6 steps to an affiliate sales conversion

Would you like to make more money as an affiliate? If you are struggling to close a sale, maybe it’s because you are not following the steps below. Please understand that if you want to close more sales as an affiliate, you have to follow certain steps otherwise you’re just taking shots in the dark and hoping to get lucky. Last time I checked, that is not much of a strategy. Increase your chances of succeeding in the affiliate marketing game by being methodical enough to follow six steps for an ultimate success:

Step 1: Be relevant

The first thing you need to do is to offer relevant content to the right people. These are people who have certain problems. The content that you must present must address those problems. This way, people who have a certain problem and are looking for solutions will be drawn to your content that dwells on those problems.

Step 2: Offer valuable information

When people go to your website, make sure you give them what they came for. They obviously have problems, so give them the solution for that. It doesn’t get any simpler than that. However, keep in mind that there is a big difference between conventional wisdom and tried and proven solution. You are going to use both. But you are going to tease them so as to get them to buy whatever it is you are promoting.

Step 3: Shoot down alternatives and position your offer as better.

This is where the rubber meets the rope. Your website is going to be informative. If people have a problem, you are going to give them the solution to their problem. You are not going to play around. You are going to offer real value. Here’s the trick. You are going to give the information, but you are also to tease them and tell them that if they are looking for something faster, more convenient, cheaper, or more powerful, click here.

This way, they got what they came for but you also opened their minds to something better. That’s marketing. Because otherwise, you are just being a reporter. You are just basically giving them the stuff that they came for without getting anything in return. You are not going to make money as an affiliate if you do that. You have to shoot down the common solutions to the problem that you are offering. Then, position your offer as something better.

Step 4: Build credibility through supporting content

It’s not enough for you to say that I have a better way of doing things. You have to walk your talk. You have to present some case study. You have to show some video or infographic diagram to prove to the reader that you know what you are talking about. This builds credibility because the more credible your solution becomes, the more likely people would buy it.

Step 5: Filter interests using deep content

With each supporting piece of content that you link to your website, you are drawing the prospect deeper and deeper into the conversion funnel. You have to understand that there’s going to be a lot of people reading your stuff. But at the end of the process, only a very few will read article after article until they reach a sales page.

Those are the people that you are trying to reach. Those are the people that you are trying to convert. You do this by making sure that each link that they go to leads to credible information with a lot of supporting content. Also, the deeper they get into your website, the more finely tuned the content is as far as their interests are concerned. You’re always making an appeal to this solution. You’re constantly reminding them that whatever it is that you are offering, it is far superior to the other generic information you have shared in previous pages.

Step 6: Call your reader to action using emotional hooks

Eventually, you should lead your reader deep into the bowels of your blog or website and hit them hard How do you do this? You present a content that has a lot of hard hitting supporting information. You then call your reader to action by drawing a link between their purchase of the solution and the emotional payoff or the benefits that they personally get from the product. You have to stir people through these six steps otherwise it is going to be very hard to get that affiliate conversion. You cannot skip a step.