

IMPROVING YOUR AFFILIATE **EMAIL PROMOTIONS**



⇐ MAIL DELIVERED

COPYRIGHT NOTICE

Copyright © 2014
by Marketers Publishing Group, Inc.
and www.EmailDelivered.com.

ALL RIGHTS RESERVED.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY:

While the publisher and author have used their best efforts in preparing this guide, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential or other damages.

IMPORTANT NOTICE

Any references to best practices, specific ISP recommendations, and overall suggestions are as accurate as possible based on the date of publication. The accuracy of this information cannot be guaranteed beyond the current date of publication.

CONTACT INFORMATION

For general information on our other products & services, visit us at www.EmailDelivered.com. For technical support, please send your questions to <http://support.emaildelivered.com>.

Phone: (512) 981-5413

Fax: (305) 675-4664

Web: www.EmailDelivered.com

Support: <http://support.emaildelivered.com>

IMPROVING YOUR AFFILIATE EMAIL PROMOTIONS

This week, I want to take a quick moment to talk about “affiliate” promotions and how they impact deliverability and engagement, in particular.

First off, we need to define different “types” of affiliate promotions and what each type means.

- 1 Personalized endorsement
- 2 Industry-wide product launch
- 3 Straight up affiliate promotion from an affiliate network

Let's quickly go through each of these. We'll go in order of quality.





ONE. PERSONALIZED ENDORSEMENT

I define personalized endorsement as an email from you to your list promoting a product or service that you TRULY do endorse. It's something you have personal experience with and can speak from your own experiences rather than simple swipe copy provided by an affiliate manager.

These will always outperform any other type of affiliate offer, assuming that you have built a relationship with your list in which they have a personal connection to YOU.

You can use 'swipe copy' as a guideline to make sure you hit on some of the key points, but with these promotions, you want to include your own endorsement, story, or testimonial and write the email from your own voice.

Generally, these will not adversely impact deliverability because you're not simply copying and pasting a duplicate email and sending it out. You're actually writing a real email to your subscribers. The one thing you will want to check is that the URL is not on a blacklist of some sort, like URIBL, for example.

NOTE:

There is one potential caveat regarding this: See #3 below.

Engagement (opens, clicks and actual conversions) will typically be much higher with these kinds of offers as well, assuming the sales sequence for the product owner converts. Complaints will also be much lower because you are still adding value.

TWO. PRODUCT LAUNCHES

I realize that lots of people participate in these and they can be a huge source of income. However, if you're not careful, it can cause you problems with deliverability, inbox placement, blacklisting, and overall reputation.

Launch URLs are FAR more likely to wind up on blacklists, so you'll always want to check that first and foremost.

If you have a relationship with the product owner, see if you can place the video on your own website, include the bonus package under the sales video, and ask for an affiliate link that links directly to the order form.





If this is NOT possible, consider an intermediary page with a personal video from you explaining what they're about to see and why they should buy from you.

Both of these things will actually eliminate any URL problems since you won't be sending to the offer page (or redirecting via an affiliate link).

In addition, there are dozens (in some cases 100s+) people sending out the very same promotion. In many cases, people will leave the affiliate copy identical. *MAYBE* they'll add in their bonus pack!

The problem with this is that as people start to see these messages over and over again, they click the spam button. The ISPs then look at the content and determine the swipe copy is spam and relegate the messages to the junk folder, even IF YOUR subscribers aren't complaining about YOU. The fact that the content appears spammy and looks like other spam is going to impact you.

If it's worth promoting, it's worth taking a few minutes and writing your own emails using only the key points from the product owners swipe file to, again, make it your own. You will see higher inbox placement, open rates, and so on when you do because you're not getting lost in the spam folder OR generating complaints which can ultimately hurt your reputation.



THREE.

STRAIGHT UP AFFILIATE PROMOTION FROM AN AFFILIATE NETWORK

While I typically don't advocate these, I realize they are a part of many of our clients' businesses, so it is important to at least address these types of offers and promotions.

Be careful with the links. Many affiliate network URLs are pretty much banned from the major ISPs. SO the URLs (even if they are redirects) CAN cause problems with deliverability.

These types of offers also generate the highest number of complaints, also affecting deliverability AND credibility with your list.

So, if you're going to promote these products, first make absolutely sure that they are a good product that matches your market. I would recommend even purchasing the product before you promote it and going through it to make sure it's quality worth of your promoting it. It's always worth a few dollars to do this.

THEN... use the ideas from #1 and #2 to help with the emails, links, etc. Results will be much better and complaints will be much lower. One or two sentences and "click here to buy" is simply not going to do any good for your email program and will hurt you in the long run.

REGISTER FOR EMAIL DELIVERED UPDATES

The key to email marketing is staying on top of the trends, knowing what's working now, and what's coming in the future.

Each week, we provide email marketing and deliverability reports, articles, whitepapers, and training videos.

www.EmailDelivered.com

Sign up for our weekly newsletter (and occasional notifications) at www.EmailDelivered.com today and stay on top of things like:

- ISP changes & updates that affect deliverability and inbox placement.
- Email marketing best practices.
- Improving your email ROI.
- Increasing subscriber engagement.
- And much, more more!

Don't forget to follow us online and to sign up on our website for news, updates, tips, and helpful resources.



www.facebook.com/EmailDelivered



www.twitter.com/emaildelivered



www.plus.google.com/+EmailDelivered



www.pinterest.com/emaildelivered



www.youtube.com/user/EmailDelivered



www.linkedin.com/company/email-delivered



ABOUT

EMAILDELIVERED

EmailDelivered is your “virtual” email administrator, handling the technical side of email marketing while still giving business owners and marketers total control over their email.

In addition to done for you management services, EmailDelivered also provides consulting, training, and email campaign design.

For more information on how EmailDelivered helps you take back control over your email marketing (and not be held hostage by your email provider) visit us online at www.EmailDelivered.com today.

THE AUTHOR

Heather Seitz is the co-founder, and Marketing Director at EmailDelivered, an email deliverability management and consulting company based in Austin, Texas. Their sole focus is on getting your emails delivered!

Heather has worked with top online business owners and marketers around the world to help solve delivery problems and improve the results from their email programs

OTHER WAYS TO GET THIS INFORMATION

Available at www.EmailDelivered.com/resources..