# 7 Affiliate Marketing Tactics That Maximize Profit

According to Statista, ecommerce is projected to reach US$3,567.00bn in 2024” … and “the number of users is expected to amount to 2.5bn users by 2028.”

(Source: <https://www.statista.com/outlook/emo/ecommerce/worldwide>)

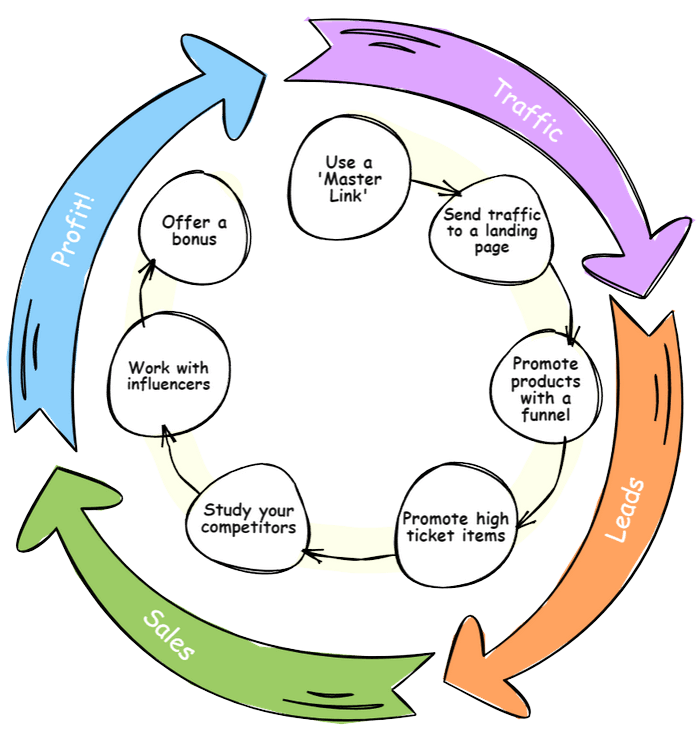
So what does this mean for you as an affiliate marketer?

It simply means that now is as good a time as any to take a nibble or even a large bite from this highly profitable pie.

Since you won’t have to deal with the hassle of fulfilling orders, worrying about inventory, or even answering customer support as an affiliate – all you’ll really need to do is focus on driving traffic, generating leads and promoting hot, high converting products.

While that’s easier said than done, it’s still less challenging than a lot of the other online marketing models that have several moving parts.

Now let’s look at 7 affiliate marketing tactics you can employ in your ‘business’ today.



1. **Use a ‘Master Link’**

*What’s a master link, you ask?*

Simple – it’s a link that you have full control over.

When you apply for any affiliate program, you’re usually given a long link made up of numbers and characters that make no sense.

This is a tracking link that the vendor uses to assign/credit sales to you, if someone buys through your link. It’s how the vendor knows how much to pay you.

*But here’s the problem…*

Sometimes, a product that you’ve been promoting is suddenly discontinued. Other times, the vendor decides to use a new affiliate tracking software and you’ll be given a new link to use.

When this happens (and it happens quite frequently), the links you were using earlier will become defunct. Either they won’t work or the product no longer exists.

This traffic leak will cost you sales and credibility.

Another problem that arises is that you'll need to manually change all the affected links if you were using the vendor-provided link as-is.

In many cases, if you’ve posted your links on social media, PDFs, you won’t even be able to remember where all the links are – and many times, it’ll be impossible to fix those links.

If you have a website, changing the links one at a time can be more time-consuming than explaining technology to grandparents.

The best way to prevent this problem from happening will be to use a tool like the [Pretty Links](https://prettylinks.com/) plugin on your website… or if you don’t have a website, just sign up for an account at [TinyURL](https://tinyurl.com/app) and create a master link for each product you’re promoting.

(Do **NOT** use these tools if you’re promoting products on Amazon.)

You’ll then use this master link in all your promotions.

In future, should a product be discontinued or if the affiliate link changes, all you’ll need to do is edit the destination URL in the master link and ALL your links everywhere will be updated at once.

Easy peasy. You won’t lose sales or need to scramble to fix broken links in multiple paces.

(Note: You’ll need to purchase a subscription at TinyURL to edit the destination URL.)

1. **Use a landing page**

As an affiliate marketer, you won’t be able to build an email list of customers, because you’re not processing orders. Very few vendors will share their customer list with you even if you’re the one who is responsible for the sale.

So it’s imperative that you build your own email list of subscribers. This is the one asset you’ll truly own – and it’s easier to remarket to warm traffic. You’ll also have the opportunity to build a relationship with your list and this will improve your conversions.

To build a list, you’ll need 2 tools:

1. A page builder like [OptimizePress](https://www.optimizepress.com/)
2. An autoresponder such as [Aweber](https://www.aweber.com/) or [GetResponse](https://www.getresponse.com/)

Some platforms discourage affiliate marketing. It’s best to exercise due diligence and check with the email marketing software provider if they allow affiliate marketing before signing up.

Once you have the landing page and autoresponder integrated, create a master link that points to your landing page – and use it for all your promotions. When you’re siphoning traffic from popular platforms, most of the time you’ll want your link pointing to your landing page.

This will help you to build your email list and increase sales in the long run.

1. **Promote products that have a funnel**

This is especially true if you’re promoting infoproducts on marketplaces such as [ClickBank](https://www.clickbank.com/), [WarriorPlus](https://warriorplus.com/), [Digistore24](https://www.digistore24.com/), etc.

When a product has a bump offer and a couple of upsells/downsells, it’ll encourage the customer who’s already in a buying mood to purchase more. This will increase the average customer value and put more money (commissions) in your pocket.

If a product is a standalone product, you’ll only get a percentage of that one sale… but if it has a funnel, you’ll get a percentage of every product in that funnel, depending on how the vendor has set it up.

A funnel can increase your commissions considerably… but… once again, this approach must be tempered with moderation.

*Avoid promoting funnels that are deeper than the earth’s core.*

One or two upsells is fine… 9 upsells is NOT ok. Less is more here.

1. **Promote high-ticket items**

There’s usually a mental hurdle that many affiliate marketers will need to overcome – and that’s promoting higher-priced items.

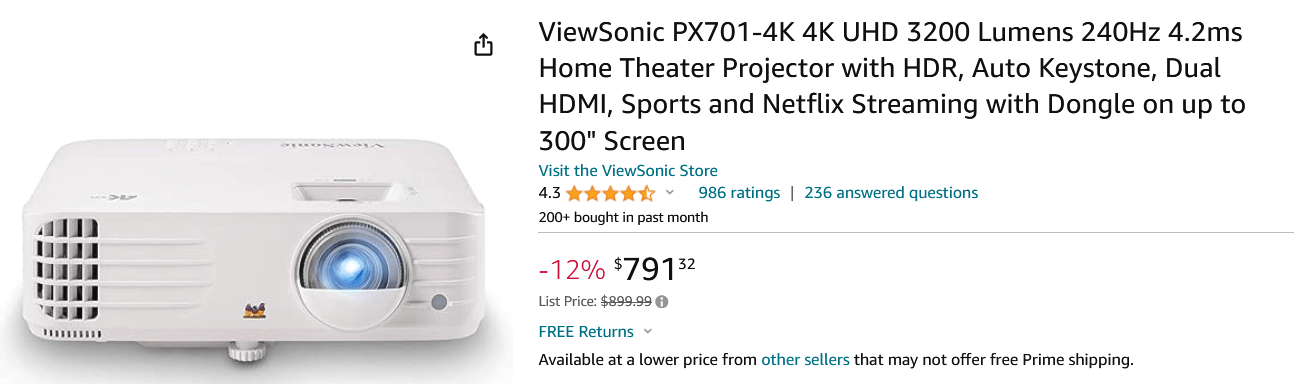
While lower-priced items tend to convert better, it’s usually easier to generate sizable profit with higher-priced products. This seems counter-intuitive to most affiliates UNTIL they try it out.

This applies to both digital and physical products.

While you don’t have to solely focus on high-ticket items, having a few in your ‘repertoire’ will see you have some high paydays.

For example, if you have a website that does movie reviews and promotes Disney+ … you could always have a blog post promoting a cool movie projector like the one below.

*Imagine watching your favorite Disney+ shows in ‘cinema quality’ that’s right in your own home!*

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You’ll probably get a few sales every now and then, depending on how frequently you mention the product.

1. **Study your competitors**

Look at what the popular sites in your niche are promoting. Usually, they’ll be focused on promoting relevant, high-converting products that are in demand.

Make a list of these products and try promoting them too.

1. **Work with influencers**

This strategy is highly effective on Instagram and TikTok – but you’ll need to know your numbers (conversion rate) and you’ll have to find an influencer that has reach and is willing to post your affiliate link in their profile (for a fee.)

Since you’ll be paying the influencer to make a post with your affiliate link in it, the amount you pay must be less than the affiliate sales that will be generated (your commissions.)

So you don’t want to overpay them… and the influencer must have good reach. Your link has to be in their profile for at least 8 to 24 hours, depending on the stipulations you negotiate with them.

Use a link tracking tool such as [ClickMagick](https://www.clickmagick.com/) to see how well the promotion converts and if you make a profit. With the right influencer and a good post, you can make anywhere from hundreds to even thousands in commissions for a relatively small outlay.

1. **Offer a bonus**

This is a simple but highly effective strategy when it comes to converting visitors into buyers.

Generally, most people want a good deal. If you have a solid bonus for those who purchase through your link, you’ll incentivize people to buy through you just so they can get your extras.

This tactic has been proven to work over and over when promoting infoproducts. That said, some vendors do not allow affiliates to use bonuses in their promotions. So check with them before employing this strategy.

**In conclusion…**

The 7 powerful affiliate marketing strategies outlined in the article above will amplify your earnings and help you to thrive in the expanding ecommerce and/or digital marketing landscape.

By using efficient link management, leveraging influencers, and offering bonuses, you can capitalize on lucrative opportunities and boost your profitability in no time at all.

Don't miss out on leveraging these tactics to elevate your affiliate marketing success. Start using them today!

**(1,361 words)**