



Affiliate Promotional Tools Checklist

Never get stuff for promotional tool ideas for your affiliates. This checklist has plenty for you.

- **Text links to products and specific pages.** Make it easier for your readers to link directly to your product and other pages of your website. Higher conversions come when your affiliates can send targeted traffic to specific landing pages.
- **Landing pages for different audiences.** Just as when you advertise, you should target your affiliate landing pages as much as possible. Also, be available to make custom landing pages for your readers to boost their conversions further.
- **Banners and Graphics.** Provide a variety of sizes for your best converting offers. Also, help your readers by updating the graphics seasonally or for specific promotions automatically.
- **Short Text Ads.** Provide short text blurbs that your affiliates can use in email newsletters, advertising and more.
- **Pay-Per-Click Ads:** Create ready-made suggestions for Google Adwords, Facebook, etc. with appropriate character counts and meeting the ad networks quality guidelines.
- **Long Text / Email Solo Ads:** Email boasts come of the best conversion rates, so make sure to give your affiliates plenty of content that allows them to promote your products by email.
- **Twitter Tweets:** Everyone's tweeting these days. Give a little blurb promotion (up to 140 characters, with spaces) that your readers can use. Remember, to leave room for their affiliate link too.
- **Articles:** Targeted articles that include your product as part of the solution to a problem can be very effective for sales.

- **Blog Posts:** Along the same lines as an article, a blog post can be a bit more personal and friendly in nature. You can create blog posts that your affiliates can post on their site with you as the author. Or you can create posts that your affiliates can edit and publish under their own name for a more personal touch.
- **Special Reports:** Take content a bit further and create short special reports that your readers can give away. Allow them to brand your document with their affiliate link so they can give it away directly, but also give them the option to link to the report on your website if they prefer.
- **Product Reviews:** Create product reviews with product specifications, quotes from your customers and more. Allow your affiliates to edit the reviews to add extra information and their own opinions.
- **Interviews:** Create written (or audio or video) reviews that your readers can publish. Provide useful content and answers to the common questions about your product. Or go a step further and allow your affiliates to interview you, so they can ask the questions that are most targeted for their audiences.
- **Videos:** You can create a variety of types of videos from interviews, to instructional and screen capture videos. Provide your readers with easy copy-and-paste YouTube code, but also give them the option to simply link to a landing page on your website that includes the video and promotional copy.
- **Audio Recordings:** Whether it's an interview or just content-rich recordings, allow your readers to share them with their readers. You can provide your affiliates with the mp3s and also create landing pages that include promotional copy that they can link to.
- **Live Teleseminars / Webinars:** Schedule content-rich events that promote your product as well. It's easy for affiliates to promote something that is free and then you convert them to a customer on the follow-up.
- **Free Samples and Trials:** Let your affiliates give something a little special to their readers. Readily offer free samples and trials where applicable.
- **Coupons:** Coupon codes are a great way to draw in new customers. Provide your affiliates promotional coupon codes regularly.
- **Seasonal Content & Promotions:** Keep up with holidays and what's happening year-round. Offer your affiliates timely content and promotions on a regular basis.