

Affiliate Marketing is Serious Business

One of the most common causes of failure in online marketing is when the marketer fails to treat his online business like a business. Being an online or Internet-based business does not make your Internet marketing enterprise any less and should be treated with serious endeavor as any business that one would get into.

Any successful entrepreneur will tell you that a successful enterprise is largely a result of its owner's passion for it. Without passion, it is difficult to sustain anything for long. Affiliate marketing being an online business would require the same consistency and perseverance that one would give to a traditional business. As businesses would have its normal ups and downs, affiliate marketing is no exception.

It is therefore necessary for any Internet marketer to be aware of what needs to be done to sustain and keep an online business going and to keep on finding ways to improve its performance. In the following paragraphs, I will outline a typical day in the life of an affiliate marketer and I hope that at the end of the article you will appreciate the kind of consistent activity that one has to sustain in order to succeed as an affiliate marketer.

Please take note that one important aspect that could spell success for one's online marketing efforts is a consistent openness to monitor, test and measure different areas of one's marketing campaigns and to continuously adjust and tweak certain variables to achieve desired results.

The general assumption is that our online marketer is working at home so a typical day would start immediately upon waking up. After taking his breakfast or maybe even while preparing some food to eat, he turns on his computer and checks on his calendar to check on items that may have been scheduled for the day. He also checks his to-do list that he prepared and updated the night before to serve as a guide to his overall plan for the day.

After breakfast, he braces himself for a day of work ahead of him. Of course, "day" here would mean whatever our home-based entrepreneur has defined for himself to be what he desires to spend in his business. Ultimately, this should be less than a normal day of work at a traditional job, otherwise, the whole point of going into business to escape the drudgery of the daily nine-to-five work day is lost. But because a business requires dedication to succeed, in the initial

stages it might even prove to be more and longer than a traditional job.

He first checks on things that need to be updated and statistics that need to be reviewed. As mentioned earlier, one important activity of Internet marketing in general, and affiliate marketing in particular, is to consistently test and measure defined performance metrics and to track them for continuous improvement potentials.

Our marketer checks on his site's design and takes notes of areas that have to be revised. He knows that specific aspects of a site's design can affect sign ups from visitors. Affiliate's conversion rates can also markedly increase if the site is designed well.

He then checks his list of affiliate directories to see if his site has been properly submitted. He checks which directories are still active and notes those that may need to be removed from his list. The purpose of listing in affiliate directories is to attract people to visit his affiliate pages and this metric has to be tracked across the list.

He then checks sign-ups and sales. Because customers are in varying stages of permission level, it is important to keep track of the different groups and to make sure that relevant follow-ups are being done properly for each. Queries from site visitors and returning customers have to be addressed since nothing can turn off a potential customer more than an unanswered email. Replies should be done professionally but in a friendly manner at the same time.

Testing of the site follows next. Resources like ads, banners, button links are sorted out to see if everything is working perfectly and are bringing potential customers to the right pages.

While doing all of these, our marketer is interacting with other affiliates in a chat room where they discuss ways and strategies on how best to promote their products. The learning process in Internet marketing is an ongoing concern and sharing tips and advices is a good way of exchanging information with others. It would be best if the interactions in these discussions can be captured and documented as these can be a rich source of articles that can be submitted to newsletters and ezines. The same information can also be shared by the marketer to his subscribers in his own newsletter.

If you venture into the field of affiliate marketing, your day might

also look something like this. But whatever it may look like, what is important is that at the end of the day, when you are ready to rest and call in a day's work, you feel satisfied that you have done your best and have spent your day on something you are passionate about and that your efforts are consistently paying off each day towards improving your business and putting yourself on your way to online marketing success.