



2009/10 Training Courses: **BOOK HERE**

Affiliate Marketing



Affiliate Marketing is the term used to describe an online marketing system where website owners (your affiliates) direct visitors to your website. Visitors purchase your products or services online and in return you pay your 'affiliate' a commission.

Effective affiliate marketing will help you escalate your online sales dramatically and has been adopted by the majority of successful internet traders worldwide, without which building a successful online business would be an almost impossible task. As it is a 'paid on results' process, Affiliate Marketing is one of the most cost-effective methods of online advertising available, moreover it can significantly increase your search engine positioning.

Target Audience

This course is aimed at anyone wanting to increase their online sales and search engine positioning. No technical ability is required.

Course Outline

- How Affiliate Marketing works.
- Benefits of Affiliate Marketing.
- Setting realistic objectives.
- The role of the affiliate, the merchant and the network.
- Using a network or setting up your own programme.
- Targeting 'niche' online communities.
- Developing your programme strategy.
- Creating effective text and banner ads.
- Identifying and attracting the most suitable affiliates.
- Motivating your affiliates to maximise sales revenue.
- The do's and don'ts of Affiliate Marketing.

Location: Rotherham / **Course Duration:** 1 Day / **Cost:** £295 + VAT
(You may qualify for a 60% Train2Gain grant towards the cost of this course).

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