

# Affinity Partner Links

Last week we talked about landing pages and what they are used for. Today we are going to talk about getting traffic to them without using pay-per-click advertising.

Affinity Partner links are a way to generate traffic from other sites. The word **Affinity** has many definitions but they all basically mean “a complimentary relationship”.

To set up affinity partnerships you need to contact potential partner sites that would want to include your link as a cross-promotion with what they are selling.

The best example of this would be to offer a special discount that is only available to their clients. This helps them build value on their offering.

This way you can leverage the traffic from a popular site and build your client base without paying anything.

Sample Affinity Program:



The trick is to make an offer that is tantalizing enough for a potential affinity partner to want to work with you. Many small businesses don't look beyond the cost of a product to include advertising overhead.

The easiest cure for this is to raise your price in order to give a discount.

Building relationships with other companies does take effort. If you are finding that you are getting a lot “NO's” or “No Call Backs”. Maybe you should take another look at your offer or solicit help from a marketing consultant.

Or maybe you are shooting too high. Many of you are networking with other small business owners. Look for ways to incorporate your product offerings to give both your clients more value.

## **What if your offering doesn't work in the Affinity Model?**

Another way to get link partners is to offer compensation for a lead or a sale. This method falls into the category of “**Affiliate**”.

The Affiliate Model is a bit more complicated because now you need to track which sales were the result of which referral. There are many programs on the internet that help facilitate that and we will discuss that in detail in future web tips.

The **landing page** is a great inexpensive way to track your referring partners. Just set up a special landing page for each partner. Your landing page will have some sort of email form for customers to take action on. Either you or your web master can code the subject line of the emails generated from each landing page to reflect each individual partner.

It then becomes easy to see which partner is performing and who to give commission payments to.

The Affiliate Model is a great way to get links to your site or landing pages because more web site owners will post your link or banner if there is a monetary incentive. The stronger the incentive the easier it will be to set up inbound links to your offers.

## **Is this an honor system?**

Yes. Many have been challenged on not paying commissions. It is easy to test. Have a friend purchase through the link and see if you get a commission.

If it helps to sell more web owners on posting your links you may want to look into having a third party affiliate system.

Online affiliate systems provide your affiliates a place to login and review their click through's and corresponding sales. This takes a lot of work off of you and provides factual statistics for your referring partners.

Some shopping cart systems have affiliate tracking built in. Contact [Site Mechanix](#) to find out more.

### **3rd Party Affiliate Systems:**

- [www.myaffiliateprogram.com](http://www.myaffiliateprogram.com)
- [www.affiliateshop.com](http://www.affiliateshop.com)
- [www.myreferer.com](http://www.myreferer.com)

We hope you find this a useful web marketing tip. Don't worry if you yourself can not build affinity landing pages by yourself or manage ad campaigns. The point of our information is to help educate you. Knowing what to ask for is half the battle.

In our next installment we will be talking about how you can make money with affiliate links on your site. It works both ways!

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