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## Introduction

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Chances are, you've seen the affiliate marketing arena change significantly over the last few years. It used to be that affiliate marketers could make a viable living just by building simple affiliate websites, or review sites geared towards the over all population of active consumers.

But things are changing drastically! If you are not already aware of the *higher standards set by the consumers in the market place*, or you are not familiar with the new direction in which affiliate marketing is heading then, you will miss out on **one of the greatest** opportunities of your lifetime.

Believe me, you won't want to be left behind in what many are calling the "the greatest revolution" in passive, lifetime profits ever!

You see, affiliate marketers are being forced to *change the way* that they **build campaigns and target customers**, because consumers have changed their attitudes.

They are no longer satisfied with **paltry tidbits of information** or **quick once warmed over reviews** that provide very little value. They have demanded a different form of affiliate marketing that provides them with a very **personalized shopping experience**.

They no longer want to be herded into groups, or guided along by marketers who have *not so hidden agendas of self-interest*.

Consumers are finding it *harder to know whom they can trust online*. So *regardless of whether you have their best interests at heart you'll need to work smarter to establish the trust needed to make the sale.*

Simply put if you want to make sales on par with the more established national brands then you need to act more like the more established national brands that people have come to know and trust!

You are now going to need be **just as trustworthy and just as knowledgeable as the big brands** if you want to make the same profits that affiliate marketers used to make, with their tidbits of information or quick once-over reviews, just a few years ago! **Consumers are now demanding more from their shopping experience, including:**

**Trust** - Consumers need to know that they can trust the people and companies that they buy from. With an increase in identity theft and fraud, they've grown leery of who they buy from, and how.

**History** - Consumers are looking to purchase from companies with a solid track record of delivering the goods to their customers, and can show they have an established a history of success in the marketplace.

**Best Prices** - Consumers of today are far savvier, and they've learned the value in comparison-shopping. **They'll spend time searching for discounts and reviewing various offers before making their decision.** They want the biggest bang for their buck and they are willing to do some research to find it.

**Simple & Convenient** - Consumers don't want to be forced into endless hoops and circles. They want their shopping experience to be hassle-free, convenient, and simple, with products available on demand, and within a few clicks of the mouse.

**Interactive Experience** - Consumers want a more personalized shopping experience. While they don't want to spend a lot of time navigating through shopping sites, they prefer to buy from **websites that offer recommendations, and similar products** that demonstrate the company's interest in helping them make sound buying decisions. Doing this offers a truly tailored shopping experience that not only helps them find similar products, but in doing so sites like Amazon, Best Buy and Wal-Mart have been able to collect invaluable data that tells them exactly what consumers are looking for!

*Let's take Amazon as an example.*

In 2011, they sold **over 40 billion** in products, surpassing any other year in their long history. And it only continues to grow.

This ever-growing trend **serves as a valuable lesson to affiliate marketers**. If you really want to build wealth online and make money for years to come, you need to **cater to this powerful demand, and build your campaigns around the big brands** that people already know, and are already buying from!

Not only is it simply easier to cater to these consumers because you already know what they are interested in buying, but also the actual markets are incredibly massive! You could generate a year's income in only a few short weeks just catering to specific consumer groups!

Taking Amazon as an example once again, you could **spend a few hours browsing through some of their most popular categories and develop campaigns around the hottest products.**

You could also *expand your outreach* and maximize your income instantly by setting up "holiday campaigns" or campaigns based on seasonal shopping trends!

The potential for incredible, long-term profit is outrageous. In fact, affiliate marketing has never been as lucrative as it is today. **But you need to make the switch both in mindset and in the way that you build your affiliate campaigns.**

*You will need to look at what the big guys are doing and learn how to integrate these same strategies into your affiliate campaigns.*

Let's take a closer look at the essential components of building a profitable affiliate 3.0 campaign.

## Promoting Big Brands – Digital and Physical Products

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**While information marketing will always be profitable**, you can make even more money building campaigns around reputable big brands and names that people recognize and trust.

**Note:** Make sure you check out the commission on products before choosing a niche. 60% commission on an ebook may come out to more than 10% on a larger ticket item!

Better yet, the type of products found on these mass-scale marketplaces are often priced higher than e-books or other information products, giving you the opportunity to make more money from every referred sale.

Start by creating a swipe file of all of the big brands that you plan to promote. Then, create your affiliate account with each marketplace. **It is important to focus only on 2-5 marketplaces;** so that you're able to stay focused and on track, while ensuring that you don't spread yourself too thin.

***Here are the top marketplaces to consider:***

**ClickBank** - <http://www.ClickBank.com>

Create your affiliate account here for digital products. (If your niche is Internet marketing then this site is the place to start for trusted products.)

***Below are great sites to find digital and physical products to promote***

**Amazon - <http://www.Amazon.com>**

Create your affiliate account here: <https://affiliate-program.amazon.com>

**Macy's – <http://www.Macys.com>**

Create your affiliate account here: <http://m.macys.com/campaign/affiliate.jsp>

**HSN – <http://www.hsn.com>**

Create your affiliate account here: [http://www.hsn.com/hsn-affiliate-program\\_at-4685\\_xa.aspx](http://www.hsn.com/hsn-affiliate-program_at-4685_xa.aspx)

**EBay – <http://www.EBay.com>**

Create your affiliate account here:

<https://ebaypartnernetwork.com/files/hub/en-US/index.html>

**Walmart – <http://www.Walmart.com>**

Create your affiliate account here: [http://affiliates.walmart.com/aff\\_home.jsp](http://affiliates.walmart.com/aff_home.jsp)

**Barnes & Noble – <http://www.barnesandnoble.com>**

Create your affiliate account here: <http://affiliates.barnesandnoble.com/>

**Shopping.com**

Create your affiliate account here: <https://partners.shopping.com/app>



**Best Buy – <http://www.BestBuy.com>**

Create your affiliate account here:

<https://signup.cj.com/member/brandedPublisherSignUp.do>

**Sears – <http://www.sears.com>**

Create your affiliate account here: [www.sears.com/sears-affiliate](http://www.sears.com/sears-affiliate)

**Buy – <http://www.Buy.com>**

Create your affiliate account here: <http://www.buy.com/corp/affiliate.asp>

## Building Profitable Campaigns – 3.0 Style

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Since affiliate marketing has taken a drastic turn in what is required of every affiliate campaign, we need to build our websites in a whole new way. Rather than sticking up a bit of content, blended with advertisements and affiliate links, we need to *reverse engineer what successful marketplaces are already doing* (spy on the big guys) to maximize sales and improve the buying experience.

This includes:

### Personalized Shopping

Your website needs to provide visitors with a tailor-made shopping experience. While it would be *difficult* to create a website that directly caters to every group of customers, it is **important that we tie in the products** we're promoting with other relevant and similar products.

You've likely seen this action for yourself, if you've ever shopped on Amazon.com.

**Note:** You can find that many of these personalized shopping features are available very cost effectively by using Wordpress plugins.

You could also research the numerous shopping carts available online which come equipped with these kinds of intuitive features.

When you add an item to your cart, Amazon will provide you with a snapshot of products that are similar in nature. These products are based on what other people, who bought the same item you purchased, also have purchased in the past.

***This system works in a number of different ways that you can emulate:***

1: It provides consumers with a quick overview of related products based on genre, product type or category, encouraging consumers to purchase additional products during one shopping session.

2: It helps consumers make sound decisions by purchasing additional products that augment the value of the items already in their shopping cart. For a laptop, this could be an additional battery or padded case. Think of this in the same way that you would with traditional "one time offers" or "upsell offers" in Internet marketing. Once a customer has placed an item in their cart, you **make them a second offer that adds an additional product** into their shopping experience. An item that they may otherwise have never have noticed or searched for.

3: You provide **social proof** by listing other products purchased by customers in the same market. When you add a product to your shopping cart on Amazon, you will notice a product box appear that reveals *"People who bought this product have also bought..."* and a list of other relevant products in the same category. This instills a sense of associative community with consumers who will then consider adding these other products to their cart so that they're able to have the same shopping experience as other buyers.

When you build your affiliate campaigns, you need to consider these factors and do your best to tailor the shopping experience of the consumers who visit your site.

Start by implementing other products into the checkout process by offering up a suggestion list of other products in the same market or category. You could also create a page showcasing the **"Most Popular Products"** in each category on your website.

*It's important that you go above and beyond, doing all that you can to personalize their shopping experience and to streamline up-sells and multi-product campaigns into one.*

Keep the shopping experience **simple**. You want to focus on adding existing brands and popular labels and names that people already trust.

If you do that, you'll find far less resistance in the marketplace and will be able to **piggyback your campaigns off of reputation, credibility, and the history created and maintained by these popular brands.**

Don't convolute the shopping experience with an influx of ads, third party offers or by promoting off-site products and services while they are shopping.

Your job is to guide them through the checkout process, providing them with helpful information and **streamlining the process**. The easier you make it, the more successful your campaigns will be.

If you would like to save time and money, by following a solid blueprint to building insanely profitable affiliate campaigns that are guaranteed to stack up against some of the most successful websites and affiliate campaigns, the “**Commission Evolution**” course, available at <http://CommissionEvolution.com> offers up a **step by step blueprint** to building, promoting and profiting from laser targeted affiliate campaigns.

**Commission Evolution** includes everything you’ll ever need to know about creating a complete – high converting affiliate campaign in dozens of the Internet’s most profitable product categories, and it will simplify the entire process, making it easier than ever to join the ranks of the Internet’s most successful affiliate marketers’.

## Interaction = Unstoppable Profits

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Nothing will boost the success of your affiliate campaigns as interaction does!

Can you think of ways that you can add interactive elements into your websites without interrupting the shopper's experience? Try looking at the big name trusted sites, see how they use reviews, and affiliate campaigns that add value to a consumer's shopping experience.

For instance, one way of adding an element of customer interaction is to install a "Live Chat" option on your site. This can be done easily (and affordably) with a number of live help scripts and software programs that will help you connect with your audience.

**Make sure that your live chat does not interfere with a buyers shopping experience**, but that it adds value to it by being available should a shopper feel that they need extra help, guidance or if they have a question.

Many consumers have turned their attention to shopping directly from big brands and popular companies because they feel as though it's the only way that their purchase is secure, guaranteed and protected.

So, by adding in a live chat element to your affiliate campaigns, you're demonstrating your commitment to helping and guiding those who are still unsure about their decision to purchase.

And I would be totally remiss if I did not mention CPA networks in a report about affiliate profiting.

As you gain experience and start looking for even more ways to inject interaction (and profits) into your affiliate campaigns. Think of integrating **popular CPA network offers into your campaigns, and ads**. CPA stands for “Cost Per Action”, and includes everything from ring tones to survey’s, free trials, and more.

**Note:** *With CPA network ads, you can get paid as much as \$50.00 for every successful action\* taken by a consumer.*

*\*Actions don't necessarily even need to be sales!*

This type of affiliate marketing is a sure way to make money from traffic and can be integrated into Affiliate 3.0 strategies easily with a little guidance.

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For a time-saving, no nonsense “cheat sheet” that will show you exactly what networks you should join in order to make the most money possible, as well as how to implement profitable CPA offers into your affiliate campaigns instantly, with very little work involved, download the complete profit-building blueprint from <http://CPACashCrusher.com>

## Choosing Proven Markets & Products

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**It's important that your campaigns are focused on proven winners** and long-term markets not just “name brands”.

Whether you are going to focus on digital products and services or physical products, you will want to build a system around evergreen products so that you can continue to expand your outreach without having to replace a product category, or continuously monitor your existing campaigns.

**Choosing the right products and categories is essential to your success.** It's the difference between campaigns making \$2,000 a week, or ones that makes \$2.00 a day.

One of the easiest ways of choosing the most profitable products from all of the big brand marketplaces is found within the Secret Affiliate Aces course, available at <http://SecretAffiliateAces.com>

Secret Affiliate Aces is one of the most comprehensive courses ever released, and will provide you with the insider information you need to build explosive affiliate campaigns around the hottest selling products online.

The time has come for serious affiliate marketers' to change the way that they deliver content to consumers.



This report serves as a basic foundation that will guide you into the many changes that are taking place in the affiliate arena, but it's important that you take action and join the revolution now so that you can set up a profitable system, for many years to come.