

# Viral Marketing SuperTips

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# Preface

This ebook was set up as a free resource to help Internet marketers to use the profit-making potential of viral marketing.

It can not be sold.

# Chapter 1: Introduction

Hi,

It's Harvey Segal of SuperTips.com here.

Welcome to the 6th book in the SuperTips series.

Three of these have been, like this one, free books –

- Ad Tracking SuperTips
- Forum SuperTips
- 101 SuperTips

There are good reason for producing free books – these ones continue to be circulated with little promotion, bringing profits both for myself and for my affiliates.

However, if I had discovered early on the strategy which I'm going to reveal in this book these profits would have been multiplied many times.

## What is this book about ?

The book presents two of the most successful marketing ideas for selling a product.

There's no mystery here – they are well known and commonly used – but the secret is in the way they are combined to produce a powerful viral product with the potential to create ever increasing traffic and sales.

## Who is this book for ?

1. A vendor who has his own products to sell.
2. A vendor who does not have his own products.
3. Affiliates.

In other words every Internet marketer can profit from this book.

It is particularly geared to ClickBank users (though it might be adaptable for other affiliate networks).

If you are not familiar with ClickBank here is a brief description

ClickBank is a simple but effective system for affiliates to earn commissions and for vendors to sell their products.

It is an online distribution center with over 10,000 products which allows vendors to sell a 'digital' product such as an ebook and handles the whole operation. ClickBank will process the order, bill the customer, send commission to the affiliates and pay the vendor the profits.

There is an automatic in-built affiliate program and a vendor can post his products at the ClickBank Marketplace where there is a potential audience of 100,000 affiliates.

You can sign up for free with ClickBank [here](#).

# Chapter 2: Two Ideas – And A Problem

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- 2.1 Idea 1 – Viral marketing
- 2.2 Idea 2 – Free ebook
- 2.3 How the ideas are combined
- 2.4 The problem

## Chapter 2.1: Idea 1 – Viral Marketing

Viral marketing is a strategy that encourages individuals to pass on a marketing message to others by providing them with some benefit.

We are going to focus on one of the most well known examples of viral marketing – **affiliate programs**.

Side note: for an excellent book showing many techniques of viral marketing I would recommend [Viral Money Machine](#).

So – why is affiliate marketing so popular ?

Generally, and certainly with ClickBank, it costs nothing to have affiliates working for you as a vendor, and it's free for an affiliate to join up.

And with ClickBank it is so easy to provide an instant affiliate link.

A vendor simply tells an affiliate to plug his affiliate-id into a link like this:

*<http://hop.clickbank.net/?affiliate-id/vendor-id>*

So you can effectively join any ClickBank program in seconds.

Remember this fact – I'm going to remark on this ease of sign-up later.

## Chapter 2.2: Idea 2 – Free Ebook

Here's an article I wrote back in 1998 – and it's still true.

### **Win customers by giving away FREE information**

What is the best way to attract visitors to your site ?

Everyone agrees on this point – it is by providing Free Information.

Let's see how to do this and why it works so well.

Suppose you are a supplier of video recorders. Hopefully you will be the owner of a professional sounding domain name, such as VCRworld.com

You write an informative article entitled "How to Choose a Video Recorder" which explains

- the key features of video recorders
- a guide to prices
- handy tips for using video recorders
- useful accessories
- potential problems
- future developments

Put this article on your web site or have it available by Email (on an autoresponder if you expect a big response).

While your competitors are all posting

similar ads which say

"Buy, buy, buy our cheap video recorders"

or sending unsolicited bulk Email to thousands, you will be posting short ads which say

Our Free Guide  
"How to Choose a Video Recorder"  
explains the key features to look for, prices and handy tips.  
Visit [www.VCRworld.com](http://www.VCRworld.com)

And whenever you contribute to any group where there are potential customers you include your signature:

"How to Choose a Video Recorder"  
FREE guide  
[www.VCRworld.com](http://www.VCRworld.com)

Your visitors will be impressed by the quality of free information you are providing and your well chosen domain name: they will regard you as an authority on the subject.

They will be easily influenced to buy from your site while your competitors' unoriginal ads are consigned to the Email waste bin.

That was before the days of ebooks as we know them now and we can adapt the principles of that article to use with a free ebook.

What you do is produce an ebook about your product niche which provides quality information and includes links to your own products.

The secret is to have highly relevant links and weave them naturally into the content in a low key style without appearing to push for a sale. So when you discuss a particular topic and want to show where more detail can be found, or how a particular problem can be solved, that's where you can mention your product as a source of further information. If you want to see really good examples of how to do this read my free book [101 SuperTips](#).

See – that last sentence was an ACTUAL working example of how to weave in a link.

There's no doubt that a free information type book is one of the most powerful methods of product promotion.

## Chapter 2.3: How The Ideas Are Combined

So how can you get affiliates to distribute a free book and profit from sales of the products mentioned ?

Again this is a well known technique.

The vendor provides a rebranding facility with his book.

This allows selected fields in the book to be changed.

Typically they will be affiliate URLs, but there is scope to allow any field to be changed to display personalised information.

Such a rebranded book can therefore be an excellent means for generating affiliate commission.

However there is a problem.

## Chapter 2.4: The Problem

Why don't affiliates rush to rebrand free useful books so they can cash in on this very effective way to sell a product ?

Because

a) They have to download a rebranding package, get the rebranding instructions, understand them and run the rebranding program.

b) They have to upload the book to their web site.

**Major point here:** Many affiliates may not even own a web site.

c) They ideally need to set up a web page with some content leading to the book rather than just providing a direct link to a book.

Is that quick and easy work ?

No.

Remember that statement in Chapter 2.1

What can be simpler than providing an affiliate link ?

A vendor just tells the affiliate to plug his affiliate-id into a link like this

*<http://hop.clickbank.net/?affiliate-id/vendor-id>*

And that's why you can get hundreds of affiliates but few of them will bother to rebrand a book.

If only rebranding was as simple as providing an affiliate link.

Well it can be.

Read on . . .

## Chapter 3: The Solution

Technically the solution is to get the affiliate cookie on the customer's computer at the time of download.

This means that ClickBank will recognize the affiliate and give him commission when that customer subsequently makes a purchase with that particular vendor.

The simplest way to achieve this is to use an affiliate management tool which handles multiple products in a ClickBank account.

### **Background:**

There is a restriction in the ClickBank system which means that an affiliate link can only point to one page (known as a landing page).

This is the reason why a vendor cannot provide an affiliate link for each separate product in his account.

To solve this restriction – and at the same time provide many features lacking in the ClickBank system – a number of affiliate management tools have been developed.

I am going to recommend just one such tool.

It is called easyClickMate and my reasons for recommending it are

- it is the tool which I personally use
- it is the biggest selling product at my site [The ClickBank Guide](#).
- it was developed by a ClickBank expert, Adrian Ling, who is also a fellow moderator at the [ClickBank Success Forum](#).

Once easyClickMate is installed and all your order links use the easyClickMate format this is what you do.

It cannot be simpler: – you just enter the URL of the page, where you offer the book for download, in the easyClickMate system.

That's it !

There's no need to make any change to your ClickBank account.

Then you provide affiliates with their affiliate URL.

Instructions [here](#)

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Now you could probably hunt around and cobble together some scripts to do this but note that easyClickMate is a total affiliate management solution which provides other essential features such as, to list a few,

- stats on clickthroughs and sales for each affiliate
- email notification of sales to vendors and affiliates
- cloaked links for affiliates to prevent commission theft
- optional switch to another payment processor if ClickBank is down

But there's another reason.

For readers of this book we can currently offer a special deal with easyClickMate. This may be withdrawn at anytime so act soon. Details [here](#).

# Chapter 4: How You Can Profit

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4.1 ClickBank Vendor

4.2 ClickBank Vendor (Resale Rights)

4.3 ClickBank Affiliate

## Chapter 4.1: ClickBank Vendor

As explained in Idea 2 you produce a free ebook with useful content and relevant links to your products.

Ideally this book should be put on a page of its own with no distracting external links, the focus should be on just getting the customer to download.

You then simply provide your affiliates with the easyClickMate URL to promote it.

There are some major advantages with this method when compared to using a rebranded book –

1. The obvious one – and the whole point of this technique – there's no work for the affiliate as regards producing a rebranded book and making it accessible at his site.
2. There is only one version of the book – the one at your site. You don't have the situation where different rebranded versions are available at different sites.
3. Once a rebranded book is produced it is out of your control, the rebrander can market it in any way possible. With this method readers must come to **YOUR** site to obtain the book and you can obtain their contact details for list building.

There is one disadvantage –

A ClickBank cookie lasts for 60 days, also a user may decide to clear out his cookies before then. (This is actually the same problem faced by any ClickBank affiliate when a customer does not buy on the first visit).

What can be done about this ?

You need to minimize the time between a reader visiting the site and finally deciding to purchase.

One way to do this is to announce a special offer in the book for your readers but that it may not be permanent.

And you can repeat that warning in a follow up message a few days after downloading.

**NOTE:** you will find many more useful tips about every aspect of selling at ClickBank in my book [ClickBank Vendor SuperTips](#).

## **Chapter 4.2: ClickBank Vendor (Resale Rights)**

Suppose you don't have your own products.

Then you can purchase the resale rights to existing products.

There are thousands of books on the Net which have resale rights.

First you need to pick a topic that people are interested in and will pay for good information.

Then search for products on this topic which offer resale rights and obtain them.

And now you proceed as if you were a vendor in 4.1

In other words you write a free book with useful information about your topic and include relevant links to those products.

Then provide affiliates with the easyClickMate URL to promote your free book.

Two useful resources

- a free tool to run a keyword search at ClickBank
- a Resale Rights Guide

Details in Appendix A1

## Chapter 4.3: ClickBank Affiliate

The way that you can profit is to locate free books which have this new strategy whereby you don't need to rebrand or upload to a website.

I have one ready for you now, suitable for offering to any Internet marketers, in particular ClickBank vendors or those who would like to sell products at ClickBank but don't have their own.

It meets all the criteria mentioned in this book such as making references in a natural way to quality relevant products, so that you get the affiliate commission, and a download page with no distracting links.

Click [here](#).

**NOTE:** you will find many more useful tips for becoming a successful affiliate with ClickBank in my book [ClickBank Affiliate SuperTips](#).

## Appendix A1: Resource Site

For more information on the resources in this book and up-to-date news visit the [Viral Marketing – Resource Page](#).

## Appendix A2: About this Book

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Web Site: [www.supertips.com](http://www.supertips.com)

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Thanks, Harvey

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