

Super Affiliate Marketing Strategies

How Super Affiliates Structure Their Online Businesses In Order To Safeguard and Maximize Their Profits

Dear Online Entrepreneur,

In my last report (The Profit Protection Report), I introduced the notion of having an efficient online structure for your affiliate marketing activities and that this is what differentiates those who make tons of money from those who make scraps of money.

One of the many important aspects that form part of a solid strategy is the use of “cloaking” for all of your outgoing affiliate links. In addition to this, having a super efficient affiliate link management that includes the protection of your commissions from theft and bypassing is an integral part of successful affiliate marketing.

There are two cloaking schemes I use as a super affiliate marketer in order to make my affiliate marketing activities to be time (and cost) efficient, on top of the main factor, which is to safeguard from commission theft and bypassing.

- Implementing link cloaking on each website or domain separately
- Using one central site to manage all link cloaking.

Before discussing each of these two models, it’s important to point out that when I talk about cloaking links I don’t mean doing it the manual way. That is, using any currently available cloaking software to generate HTML files one by one (for each cloaked link) on your local computer, which you then have to manually upload to your website. In other words, for each cloaked link there is a separate HTML file that you have to upload. There are some products on the market that do things this way.

Any time you need to update your affiliate link to redirect it to another merchant product requires you to create the HTML page again and upload it again.

This is a complete and utter waste of time. This method is ridiculous and it sucks, and that’s why even though I bought the most promoted affiliate link cloakers, I never used them in my online marketing efforts since the way they worked was just a huge waste of my time.

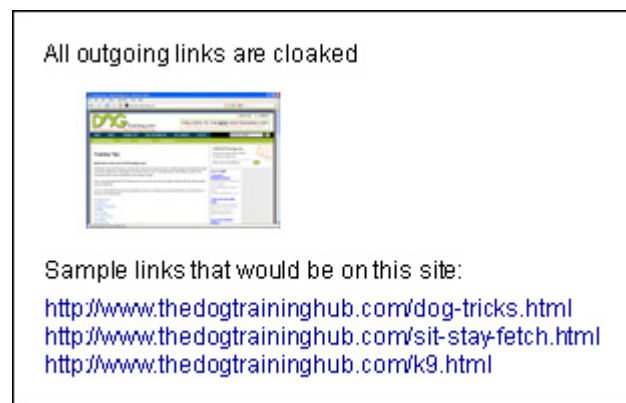
What I mean is cloaking links and managing them in a super-efficient and smart way. I wouldn't do it any other way. That's why I use my own special software to do this and I'll reveal how it works in an upcoming video.

My discussion below of how you set up a super affiliate marketing structure will be on the basis that you are using this same special software.

So let's get back to the two schemes you can use:

1. Link cloaking on a per site basis

Here you would have link cloaking management software on each domain. Thus, you simply manage the links for that website separately from all other websites that you have. The diagram below shows examples of cloaked links on a sample website.



You would simply reproduce this for each and every site.

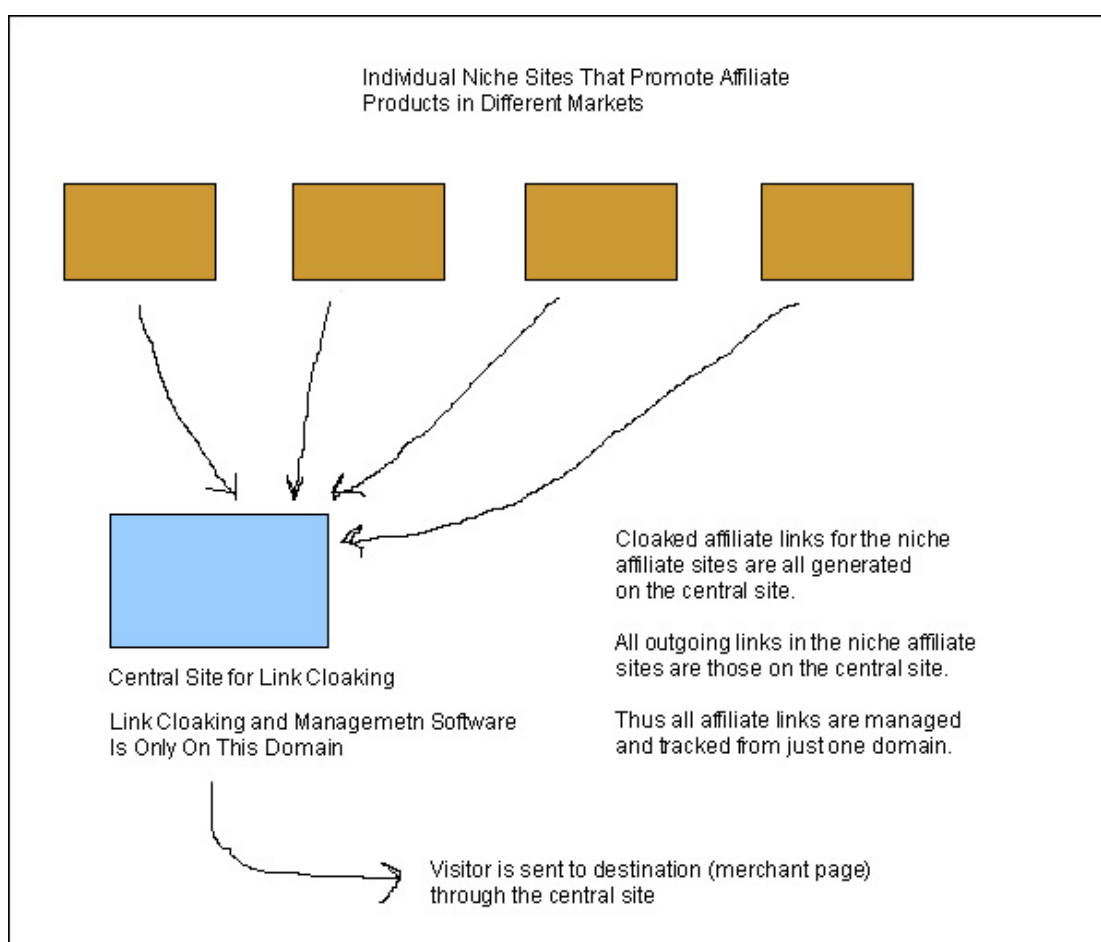
This is good because the actual links that a visitor sees and clicks on are from the same domain and appear relevant. Any link management and cloaking software you use must be easy to install and maintain as you would be installing it on many times if you have lots of different sites.

In my case, my software is just a single file, I upload it, and its ready to go – extremely simple.

2. Link cloaking through one central site

Another scheme is to have one central domain through which all of your cloaked affiliate links pass through. In this scenario, you have many different niche sites promoting affiliate products. However, all of the affiliate links are cloaked through one central website.

Some super affiliate marketers prefer this way because it saves you time in maintaining and managing your affiliate promotions. You can just log into one central location and manage the links and also check basic click statistics for each of your links.



In this type of set up its usually good to choose a domain name that is not tied to any market or niche but is a general, and preferably meaningless word, such as for example:

<http://www.premazoo.com>

<http://www.demizzle.com>

I've just made these up, the point I'm getting across is that since you will be using one domain for all your affiliate links, you don't want a domain name that's based on a specific niche or market because remember, visitors are going to see your outgoing links in the status bar, so you want to keep it something that is meaningless and not tied to any market.

So which one do you use?

You might ask which model should be used. Well the answer is that you can use both depending on the exact nature of your marketing activity. I tend to use cloaking management on a per-site basis mostly, but there are specific instances where I would use a central domain to do the job.

However, the real issue here is not just one of cloaking the links. It's a matter of doing it efficiently. This is where the use of special software comes in.

If you have the right type of software, being able to implement the strategies discussed above is like taking a walk in the park.

In this report I've shown you the importance of organizing your affiliate marketing activities and one of the key ways to do that is to use some sort of cloaking scheme. This makes it easier to manage as well as ensuring that your commissions are protected.

Shortly, I'll be sending you a video that you can watch that covers this in more detail and I'll show how you can do some absolutely amazing affiliate link management stuff with the software that I use, *Samurai Stealth Cloaker*.

It's cloaking software, but it also has cool management features, and it's extremely versatile. Watch out for the video in the coming days, and you will see, over the shoulder how I set up and manage my affiliate promotions from a link management and commission protection point of view.

Mike Andrews
Profit Lance Marketing

Peter Johnson (Sydney, Australia) On Samurai Stealth Cloaker

How long have you been marketing online as an affiliate?

I have been involved in affiliate marketing for about 8 months. I have been more seriously involved for the last 4 months.

What do you find to be the most challenging aspects of managing your promotions?

The most challenging aspect of my promotions is designing the landing page to convert well- very time consuming. Furthermore refining Adwords campaigns and ensuring driving desired results.

Have you ever thought of the idea of cloaking before? And if so did you use any other tools?

I have been implementing free methods of cloaking utilising a re-direct to another file. I have considered other tools, but they did not seem to do anymore than I was already doing.

Have you started using SSC and how has it helped your efforts What are its main benefits to you?

I have started using SSC, and the clear benefits are speed to set up the cloaked link. This is a massive time saver, and it is fantastic to be able to manage and monitor all my cloaked links through the interface. This is its first main benefit, as anything which saves you time will make you more money. Furthermore SSC has enabled me to direct visitors straight through to the payment page. I have had a few sales via this method, so it definitely works.

What would SSC be worth to you in terms of cost and value?

I would be happy to pay \$50 - \$100 US for such a service- provided there would be free upgrades etc.

Would you recommend it to others?

Absolutely, hands down no problems. You will be losing money if you do not use a system as advanced as SSC.

Peter Johnson