

Affiliate Marketing Programs

Consider affiliate programs as traffic builders. Commission Junction, www.CJ.com, has an online “CJ University” that can teach you a great deal about their program in particular and about affiliate programs in general. Look at programs from the point-of-view of both Advertisers (those who would advertise on others’ sites) and Publishers (those who accept advertising on their sites). Get involved with these programs only if they make sense, from your prospects’ and customers’ points-of-view to do so.

Wondering if Affiliate marketing is right for your website? Sign up for [free website analysis](#) to see what will work best for your business website.