



Online Marketing Tips

If you are promoting an affiliate program, you will want to build your own capture or landing pages. If you don't build your own capture pages then you will look like everyone else who is advertising that particular program, which could be hundreds or thousands of other people. Building your own capture pages will allow you to set yourself apart from the crowd. Spend the extra time it will take you to build your own pages and it will pay off in your marketing strategies.

As the saying goes, "People buy from people they do not buy from companies!" Let people get to know you first and then introduce them to your company or product.

When you develop your capture pages give people enough information about yourself so they will want to fill out your opt-in form and request additional information from you. Consider adding audio and/or video to your capture pages and it will increase your opt-in results.

Now that you have created a great capture page what is the next step to make your site stand out from the other personalized websites!

Use a brand new technology that calls the new lead within seconds of them filling out your opt-in form on your capture page. This technology is called Voice Broadcasting. You record the message that you want the prospect to hear and attach it to your capture page and opt-in form.

Next, you will need a customized sales letter or thank you page. When you set up your capture pages redirect your prospects to either your customized sales letter or a thank you page when they fill out your opt-in form instead of sending them directly to your replicated company website. You can tell your prospects more about yourself and why you selected the particular company/program that you are promoting. You could also give away free tips or an ebook on your thank you page as a way of building trust.

I selected Marketing Burst as the system I use to market my business. Marketing Burst has all the tools I've mentioned in this article and more. Also, both live and recorded training calls are provided. You can check out the system here, [Marketing Burst](#).

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