

25 Affiliate Promo Tool Ideas

They say that 80 percent of your sales will come from only 20 percent of your affiliates. Boost your odds with these promo tools that you can give to your affiliates to help them promote your products and services.

1. **Pre-Written Emails** – For every product you want them to promote, you should create a series of messages that your affiliates can send to their customers with a few personalized edits.
2. **Premade Graphics** – Create a variety of sizes and shapes of graphics that you know your affiliates will need. Think of anyplace they'll need to use the graphics, so you ensure you have the right sizes.
3. **Product Images** – Always provide the type of product images you prefer your affiliates to use. Create them in many sizes, various colors, and let them use them.
4. **Text, PPC, and Other Ads** – Your affiliates can run their ads, provide the information for them, so all they do is cut and paste to get an advertisement started.
5. **Social Media Ads Per Platform** – Create an advertisement for each type of social media platform your affiliates like to use to promote your products.
6. **Social Media Posts** – Offer a variety of posts designed for social media platforms that your affiliate can adjust to fit their needs.
7. **Articles and Blog Posts** – Short, long, and medium-length articles and blog posts are also needed to promote you. Offer content that they can edit to make their own and use it as their own.
8. **Special Reports and Guides** – Give them content they can use in their marketing funnels as freebies or low-cost entry-level products to get people into your product funnel.
9. **Product Reviews** – People like using product reviews to get attention. Create reusable reviews that they can use in their emails on social media and elsewhere to promote your products.
10. **Videos** – If you can create some product-related videos that your audience can include within their content in communication with their audience, they'll love it because the video is so sharable.
11. **Webinars and Teleseminars** – Not only should you offer to co-host your affiliates' webinars and teleseminars, but you can also host some of your own and let your affiliates invite their audience to them.
12. **Audio Recordings and Podcasts** – Any type of audio recording like a podcast is also useful to help promote your products and services.

13. **Coupon Codes** – When you do create coupon codes for your affiliates to use to promote, avoid taking away from their commission when the coupon is applied.
14. **Seasonal and Promotional Content** – Everyone likes tying their promotions to current events, so any content you can offer that is current, and trending will also help.
15. **Marketing Training** – While this may not seem like a tool that they use to promote you, it is. Give them the step-by-step training they need to become super-affiliates, and even newbies can turn out to be your best sellers.
16. **Converting Landing and Sales Pages** – One of the best marketing collaterals and promotional tools you can offer your affiliates is high converting landing pages and sales pages.
17. **Case Studies and Stats** – If you've ever created a case study, you know how much work it is, but you also know how effective it is for promoting a product. Give those to your affiliates to use too.
18. **Provide Exclusive Content** – Offer your top five to ten selling affiliates exclusive content based on their needs. Offering on-demand content will encourage many super affiliates to work with you.
19. **eCourses** – Any type of “how-to” content that you can provide your affiliates to help market your products will be successful too. They also make great list-builders and entry-level products.
20. **Your Content Publishing Schedule** – If you want your affiliates to be on board promoting everything you launch, let them in on your plans early with a content publishing schedule.
21. **Lists** – Lists just like this are amazingly useful in helping your affiliates market your products by providing valuable information before purchasing about the problem and or about the solution.
22. **Questions and Answers or FAQs** – Let your affiliates use your FAQ or any Q and A in their content when promoting your products. You can even agree to do a live Q and A with them in their space.
23. **Product Demos and Examples** – Everyone loves looking at the ways others use a product or service. Show them and let them use that information to promote to their customers.
24. **Round-Up Posts or Content Curation** – Content curation is an effective way of sharing information with an audience without creating the content, but even that takes time. Do it for your affiliates so they can use that information with their audience.
25. **Infographics** – If you have stats, you should have infographics. They're very sharable and useful for your affiliates to make more sales.