

## 25 Product Promotion Ideas

Getting your affiliates to promote your products and services is part of running a profitable affiliate program in your business. These product promotional ideas will activate your affiliates and help them make more sales.

1. **Develop and Create Amazing Products** – This is the first thing you can do to help your affiliates promote your product. If the product is useful, valuable, and works as described, they're going to sell it.
2. **Have a Sale** – Sales do help jumpstart affiliates if you tell them in advance and ensure it doesn't take away from their earning capabilities.
3. **Create a Bonus Offer** – Sending your affiliates short notice of a fast bonus offer that you want them to promote with a cut and paste notice that includes their affiliate link is a great way to get more sales fast.
4. **Offer Freebies with Paid Upsells** – Create new freebies that get your audience into your funnel but let the affiliate know about the considerable potential via your paid upsells.
5. **Host a Contest** – Affiliates love to have contests competing against the other affiliates. This is more fun if you also have a private group discussion area for your affiliates so they can talk to each other during the contests.
6. **Provide Performance Bonuses** – Encourage your affiliates to sell more by offering bonuses for each level they achieve in sales. Make sure to send plenty of emails, letting them know how this works and encouragement along the way.
7. **Provide More Coupons** – When you give your affiliates the ability to grab coupons for their customers to use for your product, don't make their commission that much lower, and they'll happily give out coupons to their audience.
8. **Offer Free Samples** – Give your affiliates free samples of your product that they can use themselves and review, as well as some to give out to their audience.
9. **Host More Flash Sales** – A flash sale is done quickly and over quickly. Warn your affiliates of the upcoming flash sale so they can be ready. Incentivize with earned bonuses.
10. **Host Exclusive Webinars with Each Affiliate** – Choose your top 3 or five (whatever you have time for) to organize an exclusive webinar just for them with their audience that you host and include them in.
11. **Create Exclusive Bundles** – Ask each top affiliate what they'd like to offer as a bundle sale and make it happen for them.
12. **Offer More Product Upgrades** – The more product upgrades you can include in your funnel, the more you'll be able to encourage sales due to the higher earnings potential you're creating for them.

13. **Tie Sales to an Event or Fundraiser** – Holidays, anniversaries, and charities are great ways to get buzz and excitement. You can even let your affiliates vote on the details, which will help them be more excited and involved.
14. **Offer to Sponsor Your Affiliates Events** – Sponsor your affiliates who attend events. You can do it directly by paying their expenses, buying drinks for everyone, or by giving them more commission on sales or something equally attractive to them.
15. **Offer Daily Steal Deals** – Encourage your affiliates to check your back office more often. Offer surprise daily (or weekly) steal deals that are not announced that they can check for and offer to their audience if they meet the time limit or other criteria you set.
16. **Include Celebrations in Your Promotions** – Every business has dates they like to celebrate. Include those in your promotions by creating images for each type of celebration, such as a national holiday, the company launch date, or other important dates. Provide your affiliates with advanced notice.
17. **Offer Short Term Commission Increases** – Any tie you want to incentivize your affiliates to sell more offer periodic short-term commission increases. Be sure to give warning and time for them to prepare.
18. **Host a “Creatives” Contest with Affiliates** – Your affiliates need creatives and marketing material to promote your products and services. Host a contest in your affiliate area, asking them to create the creatives they’d like to see. The winner’s graphics are used, and they get 100 percent commission during the sales period.
19. **Create Cash Bonus Opportunities** – It’s fun to have ways to earn more money. Create opportunities within every launch for your affiliates to earn extra cash that you can pay out fast. For example, every 10<sup>th</sup> sale, the affiliate gets an immediate payout separate from the commission payout.
20. **Develop Co-Branded Offers with Super Affiliates** – Allow your affiliates to cobrand and codevelop products and services for your customers and let them get all the glory.
21. **Pay Daily Commissions During a Promotion** – Want to encourage more selling, no matter what your product? Pay daily commissions during a specific period for that you set up.
22. **Offer Affiliates a New Customer Bonus** – Anytime your affiliates bring in a brand-new customer, they should get an extra payout for that customer.
23. **Offer High Selling Affiliates Bricks and Mortar Gift Cards and Benefits.** Even though what affiliates like is money (don’t we all), it’s fun and effective also to offer gift cards and other benefits that you can find for your affiliates.
24. **Provide Product Samples to VIP Affiliates** – You probably can’t give full products to every single affiliate. However, choose to provide your VIP affiliates or any person you want to become your affiliate who is an influencer, guru, or subject matter expert.

25. **Develop Exclusive Landing Pages for VIP Affiliates** – Create exclusive landing pages and sales pages for your products for specific high selling affiliates is a great way to encourage them to make more sales.