

AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

7 Ways to Promote Evergreen Affiliate Offers

We all love the big product launches. They are exciting, have great contests and prizes, and a wonderful way to bring in a lot of money in a short time. But evergreen offers can be incredibly lucrative as well.



The advantages of a time-bound launch are clear:

They build buzz. When many people are promoting the same thing, it certainly makes waves.

Affiliates love the contests and prizes. Let's face it, affiliates are competitive by nature.

The "Launch Echo." I believe it was Jeff Walker who coined this term. A "launch echo" is the natural positive effect launches have on your brand, which is often long-lasting.

But they also have their downsides, like:

All the money is confined to a 2-3 week window.

It's hard to cut through the noise as an affiliate. That's why you need a good bonus offer. Not taking advantage of the "Launch Echo." What good is an echo if people can't buy for a long time?

That's why you need evergreen offers.

Here are seven ways to take advantage of evergreen offers. These are for both affiliates and product owners and affiliate managers.

Affiliates, use these tips. Product owners and affiliate managers, share these with your affiliates.

1. Product Reviews

This is simply a personal endorsement. This only works, of course, if you've actually *used* the product.

The formula for a good product review is simple:

Share where you were before using the product.

Share where you are now.

Share how you got there.

A reminder of where you were and where you are now.

An exclusive bonus. Here's how to put together a good one.

A good product review will contain the following elements in the "how you got there part."

An overview of the product.

Who the product is for.

Who the product is *not* for.

What's inside.

A detailed look at one part (get permission first, but the more detailed the better).

Explanation of the various options (i.e. VIP version, etc.)

2. Email Auto responders

Somewhere in your email auto responder sequence, introduce your audience to affiliate offers.

These are beneficial for three reasons:

They are sent at a pre-determined ripe time for each person.

They warm your audience up for future launches.

They fill a gap in your product offerings or services.

You can choose to dedicate an entire email or series of emails or just mention the offers in the course of other messages. Either way works great.

3. Banner Ads

While not as effective as ten years ago, sidebar banner ads still work.

Just make sure you are keeping them fresh. My recommendation is to pick 5-10 banners and either manually rotate them every 2-3 weeks or use a banner rotation plugin.

4. Link to Offers in Posts

If you are releasing new content twice a week or more, you have at least one opportunity every month to mention a product and link to it. (Or link to your review)

If, during the natural course of writing your content, you reference someone who has a product, make sure to use an affiliate link. If you quote them from a book, make sure to use an Amazon Associates link. If you mention a product, link to it.

NOTE: This works even if the products are not evergreen as they should have a waiting list people can sign-up for.

5. Podcast Interviews

If you have a podcast, your audience is always growing and new people are listening every day. Often, these people check out old episodes.

If you've interviewed a product owner, make sure you set up an evergreen link that you can mention.

In other words, set up a link at [yourdomain.com/personsname](#) that you can change at your discretion. Make sure it's redirecting to a functional page on their site and you can make some nice passive income.

6. Resources Page

If you have a resources page, you know it is likely one of the top five most visiting pages on your site.

For me, it's number four behind my home page, my about page, and my "Work With Me" page. That is a whole lot of people.

When you have a platform, you have trust and credibility. People listen to you and your recommendations.

Use this to your advantage by linking to affiliate offers as part of your recommendations.

A good example of this is John Corcoran's Resources Page.

NOTE: We are currently right in the middle of redoing our resources page, so I'll be sure to share it once it's finished.

7. Social Media

You can't email your list every week (or even every month) recommending the same product.

But you can mention it every week or so on social media. Just don't make these social media mistakes.

Periodically, work affiliate offers (particularly free optins) into your social media calendar. I personally like to include one every 2-3 days, which amounts to about 1/50th of my social media posts.

Evergreen offers can and should play a large part in your overall strategy, whether it's as an affiliate or product owner...or both.

What is your favorite way to promote evergreen offers?

GOOD OPTIN?