

Published based on [The Direct And Indirect Approach To Affiliate Program Marketing](#)

The Direct And Indirect Approach To Affiliate Program Marketing

As an affiliate program marketing person seeking to drive traffic to your sales page, you are faced with a choice. You can either go for the direct approach or the indirect approach.

DIRECT APPROACH: With the direct approach, visitors are moved directly to your affiliate sales page from the point of initial contact such as a classified ad or traffic exchange ad.

THE INDIRECT APPROACH: With the indirect approach to affiliate program marketing, you direct your traffic to a product review page on your website.

SQUEEZE PAGE STRATEGY: The indirect strategy to affiliate program marketing can be further improved by adding an auto-responder to the equation.

Click here to read the full article:

[\(Affiliate Program Marketing\)](#)

You can also find this article published on [The Direct And Indirect Approach To Affiliate Program Marketing](#), and on the tag pages [affiliate marketing](#), [affiliate marketing tips](#), [affiliate program marketing](#), [create a squeeze page](#), [squeeze page](#).