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# **Power Of Testimonials In Marketing Your Affiliate Web Sites: Why They Are Effective And How To Use Them**

Someone's good word can be incredibly powerful. As a consumer yourself, wouldn't you rather purchase a product that has been recommended to you by a friend even if it is unfamiliar to you? Given a selection of similar products, wouldn't you rather try one that has had some glowing reviews even if you've never heard of them before? Such is the power of testimonials when used in promoting [affiliate marketing web sites](#).

These days, testimonials are a typical methodology for building credibility and generating buzz about a product or a firm. The world's largest corporations spend uncountable billions of dollars in harnessing the power of a good word alone. In affiliate marketing, testimonials are frequently exploited to push an affiliate's site, attract new shoppers and recruits and compete directly with another known brand.

Why do affiliate marketers use testimonials?

The role of testimonials in promoting an internet marketing site is to try and influence buyers' purchasing decisions and behavior. Thoroughly selected testimonials can be very effective in convincing prospects to try the affiliate product, service or membership. It has such power that many affiliate marketing sites frequently publish testimonials from satisfied clients on their home pages for visitors to view.

Plenty of the affiliate internet marketing programs in the industry today are fairly new while others have been operating noiselessly under the radar. Their relative anonymity can work against them, especially since the affiliate promotion field is awfully competitive.

To stand out, affiliate internet marketing programs try to increase their credibility factor by inviting famous characters to communicate for them through testimonials. While this is effective especially if the celebrity has a giant fan base, it can also be quite costly. Not every affiliate marketer can afford to pay a celebrity solely to place their name on his site.

To challenge, affiliates turn to their own purchasers and members, in particular people who have had adequate experience in the program and those who have experienced success. A fully satisfied customer's testimonial, if it's well-crafted and primarily based on a real experience and event, can be as convincing and effective as that of any celebrity.

Using the power of testimonials for promoting an affiliate's site....

Building your credibility can be tricky, especially since the affiliate marketing industry continues to evolve. However, if careful strategies are employed, there is a high chance that you can succeed as an affiliate. Consider the following elements:

Using Testimonial Specifics

Testimonials exhibit much more power in pushing your affiliate's site if they're voiced in more details. If a testimonial from a client or another affiliate states that the program is 'excellent', it must be followed by a specific description of the program's most useful features, what makes it excellent, how it has helped the shopper or associate, why it's trustworthy, for example.

Skepticism

believe it or not, skepticism is healthy if employed with testimonials for marketing your affiliate's site. Words such as, 'I was not convinced initially, BUT ' or 'I have always used XYZ product and failed to think about changing to another brand. Nevertheless your product has \_\_\_\_\_ and \_\_\_\_\_ features that convinced me it was so better. '

Even with the stated objection, a testimonial can be quite powerful if it is followed by a positive statement.

Keeping it real....

Avoid using fake testimonials. 'Designer ' testimonials are straightforward to write according to the specifics you

need but somebody will get wind of the plain fact and show you. Once you are found out, you lose believability. That easy act could bug you for the rest of your life as a discredited affiliate marketer.

A few good words

Try to be rather selective with the testimonials that you choose to use. They can be quite powerful when used for promoting your affiliate's website but over-use can work against you. Find the best ones, especially the well-written and detailed testimonials and use these instead. Or, you could take the best sentences and phrases and post those in place of a whole paragraph.

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