

Affiliate Marketing Material (PDF format)

Today more than ever there is a need for proactive marketing

By identifying who needs the product / service you will get a better response, and achieve more sales.

The key stages are:

1) Identify the market opportunity. This could be local but remember as an affiliate you could think of your client / partner contact database anywhere in the world.

So who wants a haunting breaks experience?

Travel operators, leisure / experience operators, group party providers, corporate party providers, individual travellers, group travellers, corporate organisations, charitable organisations. Contact these type of customers to visit your site but think where one potential customer exist many more may also so if you know one organisation do not just stop there, try several or spread your search further a-field around the world.

2) This stage is all about contacting the customers. Now you have identified a few possible local customers you will be thinking how should I contact other customers?

There are many methods to approach potential customers. Perhaps you could post out our brochures or flyers (available on request) and hand out to anyone you think may be interested, remember to direct them to your website. Or use a link to our [on-line e-brochures](#) or prepare an email like this one and send to customers you identify.

Dear Sir / Madam

We represent a leading entertainment / short break provider who offers short breaks based on a ghostly theme and believe that you may be interested in purchasing an experience break with them.

For all relevant details, please visit our website (your domain name)

Your website can host a link to our videos and images that you have downloaded

(Re-word this email to suit market applications)

3) Many other methods exist and no doubt you could think of some yourself. The main thing is to contact the customer in the market that you have identified with a link to your site. For the more advanced affiliate you may wish to actually send out a press release or article to an online or print paper/magazine or a trade magazine/website. For ideas on this see our [press page](#) and [previous media reports](#) page

Don't just use our banners to promote our services. Link to all the information that we offer and promote our services in the most proactive manner possible