

Referral Marketing; the Best Tool for Virtual Stores



AMZ ACCESS has always focused on building long term relationships with its customers by providing them greater value in terms of comprehensive integrated solutions to their problems.

We believe in serving our clients in every possible way to bring them to the maximum level of comfort and ease in business thus lifting them to the level where maximum profit can be achieved.

With the advent of e-commerce, online shopping has gained resonant popularity amongst companies running related businesses. Despite of the fact that they put lots of effort to make their sites striking enough to bring in business, their authenticity and credibility have always been suspected. More often they are questioned by the people who are reluctant to give out their personal information over the internet. The reason being the absence of trust in companies with their privacy policies and with the offers being made. This lack of interest may make the company's online presence totally ineffective, eventually leading to low or no sales.

Our client, though being very competitive businessmen, always had these doubts and concerns before starting online business. AMZ took the challenge not only to develop the solution but also to put efforts into coming up with the business plan for the e-store. The solution was an ecommerce portal with Sales Affiliate System, emerging as a valuable option against all the credibility, reliability, and security and most importantly selling issues that were the hurdles for our client in making the decision. The sales affiliate system has proved to be the next step to effective virtual storefronts.

The solution was developed to take advantage of online reciprocity. It provides a comprehensive user friendly platform whereby a merchant pays a commission to

an affiliate for generating clicks, leads, or sales from a graphic or text link located on the affiliate's site. The solution provides promotion for participant or affiliated companies as well as add credibility and reliability to the main ecommerce portal.

The important thing to remember about the process side of affiliate marketing is who is doing what. The participants include: the merchant (advertiser), the publisher (affiliate), and the trusted third party. Publishers join a merchant's affiliate program and send visitors to the merchant's web site. The merchant handles all order processing, shipping, and customer service. The Third party provides the tracking system and pays the affiliates on behalf of the merchants.

This mechanism increases the credibility of the merchant whose products or services information now flashes in the form of links and banners on other web-sites as well. The more people that would be informed about the product and its company, the easier it will be for them to trust the company with its authenticity and credibility thus giving it an enormous increase in sales by transforming suspicious potential customers into contended real ones.

You can make your e-store work more effectively too, contact us to know exactly how.

Our client comments: "With affiliate marketing you can earn more than the average American does. After implementing and publicizing my affiliate program, I soon noticed an increase in sales and got a lot of positive feedback from customers and I was surprised to see the quick transition of website traffic logs. I believe that my premium e-shop with business opportunities for everyone involved has proved itself to make the real difference.