

Affiliate Marketing: Five Benefits of Joint Ventures

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Finding joint venture partners for your product has a number of benefits.

Content:

There is a lot of work to be done if you are earning a living through online marketing, particularly if you are creating your own product. Besides creating the product itself, there are advertising concerns, Websites to build, distribution issues to address, and the matter of actually selling the product. For many marketers, the entire process can be overwhelming, as it often comprises simply too many things for one person to do. Fortunately, there is a solution, and it is a fairly simple one - seeking out joint venture partners. Simply put, a joint venture is an agreement between two or more parties to work together in order to execute a business undertaking. Each party participates in the project, each party shares in the risk, and each party shares in the profits. There are a number of reasons by online marketers may benefit from seeking out joint venture partners: You can merge good products with good distribution. Partner A may have a suitable product, but have no way to market it, while Partner B may have a huge mailing list but no access to a suitable product. By joining forces, both

partners have a product and a means to sell it. Brand name recognition - Someone with a new product who isn't well known in the industry may have trouble selling the product. By joining forces with a better known marketer, sales can be increased. Time saving - Partners can share in the work, which saves each party time in the creation and distribution of the product. In situations where there is simply too much work for one person to do, having a partner can be a huge help. Greater exposure -Enlisting the help of one or more partners will make the product available to a greater number of customers than if the creator or publisher works alone. The greater the overall exposure, the greater the number of potential sales. You have additional resources for the future - People who work together successfully have a tendency to work together again. What works today with one product may work again next week or next year with another one. While there can be drawbacks to working with a partner, the benefits usually outweigh the risks. Although you will have to share the profits with your partner or partners, the potential for increased sales due to combined efforts outweighs any benefits you might derive from doing all of the work yourself. If you can find the right partner to help you with your product, a joint venture can result in the ultimate "win-win" situation for online marketers.

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