Article #1

Clickbank’s #1 strength and why you should take advantage of it

If you have just started with affiliate marketing, you probably already know about Clickbank. There is no way you would not run into this brand. It is a powerhouse brand in the world of affiliate marketing. With that said, a lot of people have all sorts of opinions about Clickbank.

To some people, Clickbank is the best thing since sliced bread. To other people, Clickbank is a really bad affiliate marketing program. Maybe they just didn’t have much luck with this system and that’s why they have such a negative view of it. Regardless of where you stand in terms of Clickbank’s quality, there is one thing about this affiliate marketing platform that is undeniable.

In fact, this quality is its stock and trade. The only other affiliate advertising program that can boast of this feature is none other than Google’s own AdSense system. What am I talking about? I’m talking about Clickbank’s #1 strength, which is a very wide niche coverage.

Let’s get one thing clear. If you are looking to market online by attracting online traffic and converting that traffic into dollars and cents, you have to have access to an affiliate program that would cover your niche. Outside of AdSense, the only program that I would trust with a wide enough niche coverage is Clickbank. That’s how massive this system is.

Whether you run a blog that teaches people how to brew beer or you run some sort of dating advice column, Clickbank has got you covered. Clickbank will give you access to products that would enable you to turn your traffic into cold hard cash. This is Clickbank’s #1 appeal. Most other programs except for AdSense cannot even come close. They really can’t.

They’re either too focused on certain niches or they’re too generalized. Make no mistake, you should take advantage of Clickbank’s very wide niche coverage because there are lots of traffic all over the internet. There is a tremendous amount of communities out there. These are people who have clustered around certain topics and niches.

They share lots of content involving a common problem that they have. You just need to attract their eyeballs with the right piece of content and get them to your Clickbank affiliate product landing page. That’s your job.

The best way to do this, of course, is to join such a program that has a wide enough niche coverage to cover pretty much all traffic sources. That’s exactly what you get with Clickbank.

A reliable partner for your traffic generation campaigns

The most awesome thing about the CB affiliate program is the fact that niches have sub-related niches. Even if you can’t find a product that is directly related to your niche, there’s a high chance CB has a product that will fit your sub-niche. Not only does this give you a great way to monetize your traffic, but you also get another key advantage: monetization optimization.   
  
Although most products may not be the most optimal fit for your traffic, when you line up many different CB products for comparative reviews, you’re more likely to pick a high converting product. By promoting as many different CB products to your traffic, you end up with the most optimal product fit for your traffic flow.