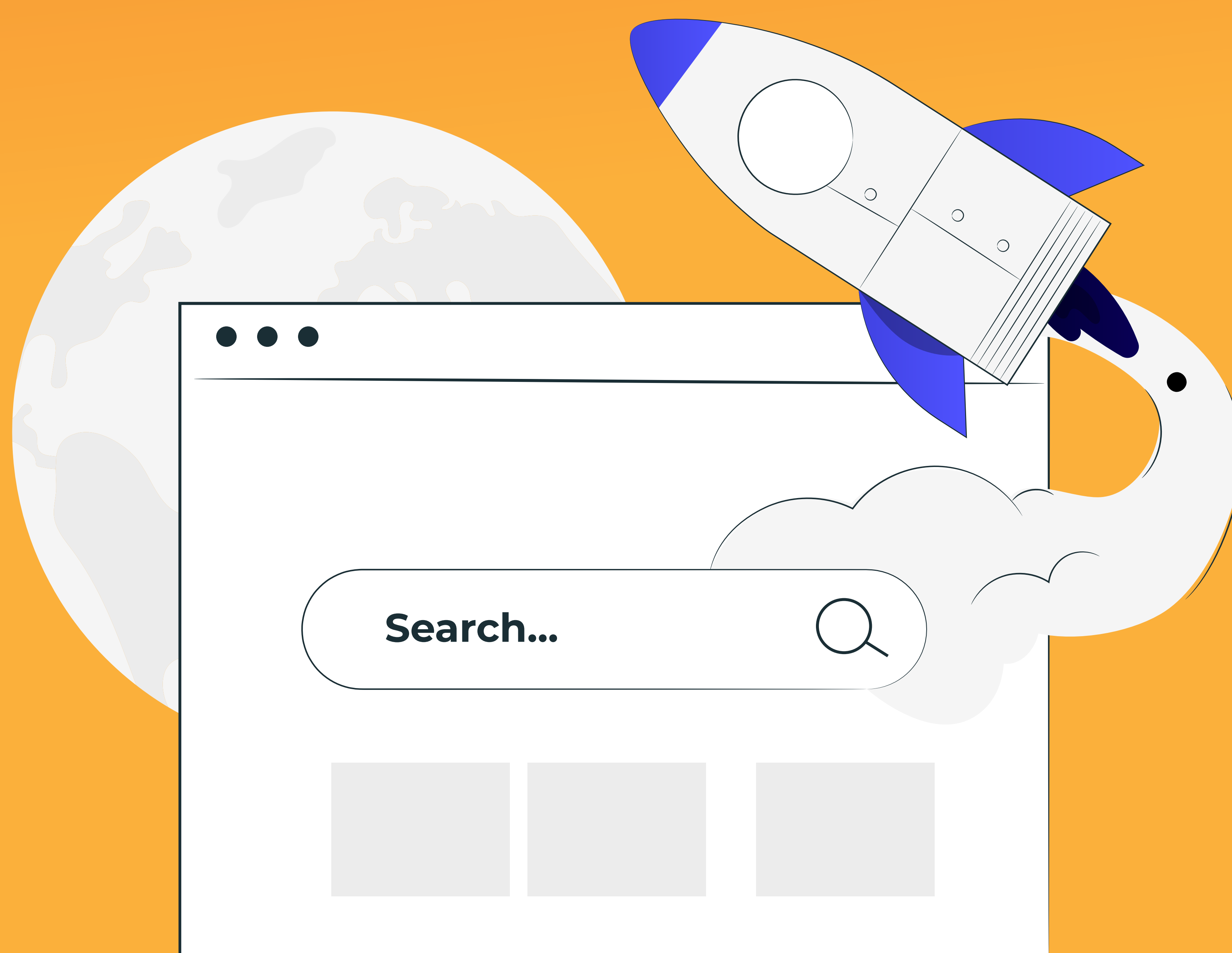


WHY YOU SHOULD USE A BRIDGE PAGE ?



If you're a marketer or affiliate marketer looking to boost conversion, then you should consider using a bridge page. One of the most important things to consider is establishing a sales funnel. The funnel is essentially the path your potential customer goes through, up to the point of purchase. To avoid simply pushing affiliate links directly to your audience, you need to establish a funnel. One of the most important aspects of this funnel is a bridge page.

Affiliate marketing is fast growing and there are constantly new affiliate marketers joining programs. At the same time, it's important to set yourself apart in order to make sales. With the industry worth \$12 billion globally [\[1\]](#), it's no wonder more people want to get into it. Affiliate marketers have different methods of driving sales. This could be through websites or blogs, social media channels, email marketing or a combination of all. Even if you're not ready to invest in a paid website, you can create a marketing funnel that includes a bridge page.

What is a Bridge Page?

In simple terms, a bridge page serves as a middle point between a lead capture page and a sales page. Hence, the name - bridge page. A bridge page differs from a regular landing page that's intended to generate leads or drive sales.

A bridge page's purpose is to drive traffic and encourage purchases on a website. As part of your marketing funnel, a bridge page encourages conversion before your prospects land on the product page. Think of the bridge page as a strategy to pre-sell affiliate products before sending your audience to the product page.

Many people also use bridge pages to position themselves as experts in their niche. It helps them introduce themselves to the audience and therefore gives people a reason to trust them. With the rate at which almost anyone can market products, including a bridge page in your strategy can encourage people to respond to your call-to-action.

Why You Should Use a Bridge Page

There are many affiliate marketers promoting products and services constantly. This can make it hard for potential customers to determine who's honest and who isn't. Below are some of the main reasons you should include a bridge page in your strategy today:

It Sets You Apart from Competitors

A bridge page can help you stand out from other affiliate marketers who are promoting the same products. Instead of sending people directly to a product page, you can meet them at a middle point by creating a bridge page. This not only sets you apart but also shows your audience that you know what you're doing.

It Can Boost Conversion

Let's be honest, sometimes it can be hard to get people to buy what you're promoting. It could be an affiliate product or something you're selling directly. When you send people directly to a product page, it leaves little room for you to further convince them to make a purchase. A bridge page provides a form of warmup that allows you to presell an item before sending people to the sales page.

You can include powerful headlines, compelling images and engaging copy that'll encourage people to take the necessary step. As a result, they'll be more likely to follow your call to action and make a purchase. Without a bridge page, people land directly on the product page and may simply click off if there's no powerful conversion boost.

It Helps You Build a Relationship with Prospects

Another powerful importance of bridge pages is that they help you establish trust and a relationship with prospective customers. Through a bridge page, you can introduce yourself and give your personal review of the product or service. Also, you can go a step further to reward prospects with something extra like free content. Taking steps like these further build trust and rapport between you and your audience.

What to Include on Your Bridge Page

Below are some points to pay attention to when creating a bridge page:

1. A captivating headline
2. A personal introduction
3. Personal review of the product or service you're promoting
4. Testimonials from people who have bought the product or used the service through your recommendation

Conclusion

If conversion is one of your major challenges as an affiliate marketer, then you should consider building a bridge page. Studies show that affiliate marketing now accounts for 15% of digital media revenue [\[2\]](#). You can be a part of the people earning big time from it simply by tweaking your conversion strategy.

References

[1] 99Firms. [Affiliate Marketing Statistics](#)

[2] Steward, J. [The Ultimate List of Affiliate Marketing Statistics 2021](#)