



ClickBank: Crucial Business Partner

Like a lot of ClickBank product vendors, Simon Slade is an idea man. And, like a lot of winning businesspeople, Slade can attribute his success to the keen ability to see a niche and fill it.

The SaleHoo Group, founded in 2005, was born from Slade's desire to buy and sell products (both digital/downloadable and tangible) efficiently and fairly on the Internet. "I was selling a few things (on the net) myself and spent a lot of time talking to literally hundreds of sellers looking for wholesale suppliers who didn't know how to find them, or even what to do once they did," Slade explained.

Once Slade realized the demand, SaleHoo Group Ltd was established. And, he says ClickBank, a company that facilitates online customer transactions and provides guaranteed tracking of sales, state-of-the-art fraud protection and a totally secure platform, has been a key partner in SaleHoo's success.

SaleHoo Group has been helping entrepreneurs around the world make money online with its highly acclaimed multi-media training courses and custom-created software.

"SaleHoo is dedicated to the supply of easy-to-use auction and wholesale solutions for business and home users providing the benefits of effective, high quality e-commerce software," Slade said.

ClickBank – Provides Business “Partners”

ClickBank, according to Slade, is a crucial partner in SaleHoo Group's success. "From the very beginning," Slade explained, "we wanted to have more than one way to drive traffic to SaleHoo. We use search engines to drive traffic, but this method limits us to our own sites.

"What ClickBank and affiliate marketing have allowed us to do is develop relationships with other Web site owners who believe in our product so much that they are happy to promote it to their customers as well." Currently, there are thousands of Webmasters promoting SaleHoo."

An affiliate marketer is a person who owns a Web site about a specific topic and, for a sales commission, promotes products that relate to that topic. ClickBank allows affiliate marketers to promote thousands of products, in dozens of categories.

In just three years, according to Slade, SaleHoo Group has grown to support more than 4,000 suppliers with its niche finding software and its extensive on-line auction and wholesale sourcing knowledge-base.

Getting Paid

ClickBank's reputation for reliable service and a secure payment system also made it a natural choice for Slade. That reliability means that "we can spend more time improving our products rather than worrying about clerical and administrative issues," said Slade.

"ClickBank has a strong and trusted reputation," he added. "Many people feel nervous about making a payment on the Internet, but ClickBank's proven expertise helps them feel a lot safer."

And, it is having a ready and secure partner to back him up that enables Slade to make the most of his list of products.