

AFFILIATE MARKETING

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Also Known as?



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WHAT EXACTLY IS AFFILIATE MARKETING

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.

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Vocabulary

The merchant: AKA the retailer, the brand.

The publisher: You, AKA “the affiliate”.

Deep linking: Deep links are links that point you towards a specific product or page

URL masking: Often, you’ll find that affiliate links are a real, million character eyesore.

How much can I make with
affiliate marketing?

The answer to this question is...
*a scary (yet inspiring /
impressive) amount.*

PARTIES INVOLVED

MERCHANT

- the creator, the seller, the brand, the retailer, or the vendor
- have to have a product to sell

NETWORK

- intermediary between the affiliate and the merchant.
- database of lots of products
- [social network](#), [digital billboards](#) or through a search engine using [content marketing on a blog](#)

AFFILIATE

- the publisher, single individuals to entire companies
- Raise commission
- attract and convince potential customers of the value of the merchant's product

CUSTOMER

- The customer or consumer makes the affiliate system go 'round'
- Without sales, there aren't any commissions to hand out and no revenue to be shared.

IMPORTANT POINTS

PROMOTE OTHERS PRODUCTS

EARN COMMISSON

REVENUE SHARING

NETWORK BASED

2 SIDES OF AF

SIDE 1

PRODUCT CREATOR

- Manufacturer of the various Products

SELLER

- The portal on which the products are sold

SIDE 2

AFFILIATE MARKETER

- One who markets others products

Become
merchant

Create product
idea

Validate idea

Manufacture
product

Find Affiliates

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Become affiliate marketer

Review products

Collect Email

Joint venture
Webinars

PPC

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How do I start
with affiliate
marketing?

- The good news is: (at least on paper) starting is easy. You join different affiliate programs, generate your unique links and start placing them on your blog.



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Things Nobody Tells You About Affiliate Marketing

There's minimum payout thresholds, so you likely won't be paid for a while.

There's usually quite a delay before you get paid, even after you meet the minimum

You still need to apply for affiliate programs, and yes you will sometimes be rejected (for no reason).

Amazon is the most popular affiliate program, but it's also mega confusing.

Types of Affiliates Sites

Shopping

- site are virtual malls. The consumer shops for various brands and products on site. These sites are not driven by particular coupon or deal offer

Coupon/Deal

- most popular affiliate model. These sites are shopping sites that require merchant to provide consumer with either a coupon, percent off savings, or free shipping offer

Comparison Shopping

- sites sell items using a comparison model. These sites usually require a data feed of merchants' products.

Loyalty/Rewards

- sites where a percent of the merchant's commission is used to pay reward to consumer. Allows consumer to select their reward option. Rewards can include cash, airline miles, credit card points, or donation to charity or organization

Types of Affiliates Sites Cont.

Content

- sites are usually not shopping sites. Consumers go to sites because the content is of particular interest.
Sites to particular product contained in site

Search

- affiliates promote merchants via search engine marketing, using either natural or paid search practices.

Blogs/Forums

- sites post or feature article that focus on a particular product or merchant and include an product affiliate link to the product.

Affiliate Commission Model

Pay-per- Performance (Revenue Share)

Merchant
pays affiliate
commission
based on a
percentage
of the total
order value

Pay-per- Lead / Cost- per- Acquisition

Merchant
pays affiliate
commission
for every
lead or
order
referred
from their
site

Cost per Impression

Merchant
pays affiliate
commission
for every
1,000
impressions
of their
banner on
affiliates'
site

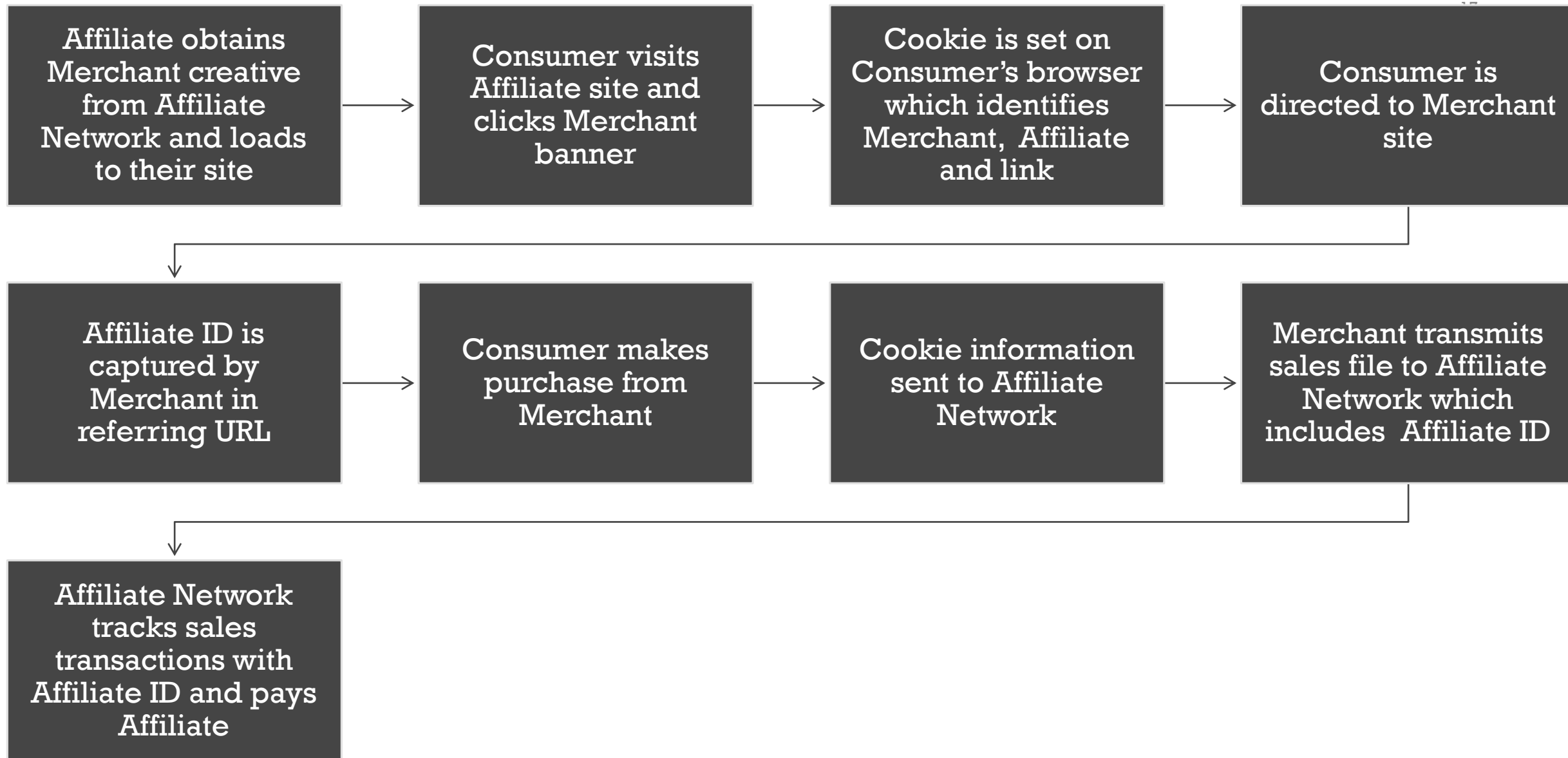
Cost per Click

Merchant
pays affiliate
commission
every time a
visitor clicks
on their
banner on
the affiliates'
site

How Does It Work?

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Top websites for affiliate programs in India

Amazon

Flipkart

Vcommission

Bigrock

Godaddy

Hostgator

Tripadvisor

Optimise

Thanks!

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