



Beginner's Guide To Affiliate Marketing

Affiliate marketing is something that many online marketers are familiar with. They know how it works, and what it takes to be successful. However, you may feel lost if you are new to it. The good news is that it's really not that complicated, and it's relatively easy to get started.

A simplified definition of affiliate marketing would be selling or

getting leads for someone else's products or service. When a company needs some help making sales, and they allow people to sign up as affiliates, they are willing to pay a commission or a flat rate per lead or sale. Depending on the company, this percentage or flat rate will vary. As an affiliate, you would be looking for companies

that have high payouts and long-term tracking.

Affiliate marketing can be used to make sustainable income a number of ways. You can use promotional tactics that include things like a website, blog, newsletter, social media email, PPC ads etc. The list is long.

However, the most popular form of long-term affiliate promotion is done with a website. When you choose the market that you want to promote, be sure that you choose one that you are somewhat familiar with. This will make it easier for you to become an expert on the topic which is key when it comes to content creation and promotion.

One of the biggest advantages of affiliate marketing is that you don't have to put in the time and effort of creating a product to sell. You can start promoting as an affiliate as soon as you sign up

and are approved by the seller. You will also need a plan for promotion.

Where Do I Find Affiliate Programs?

There are many ways and places to find products to promote and the commission you earn will be determined by the product seller, so it's important that you understand their terms before you invest your time, effort and money marketing for them.

Many sellers offer their own affiliate programs directly from their websites, while others work through big networks such as:

- JVzoo - <http://www.jvzoo.com>
- ClickBank - <http://www.clickbank.com>
- ShareSale - <https://www.shareasale.com>

- Commission Junction - <http://www.cj.com>

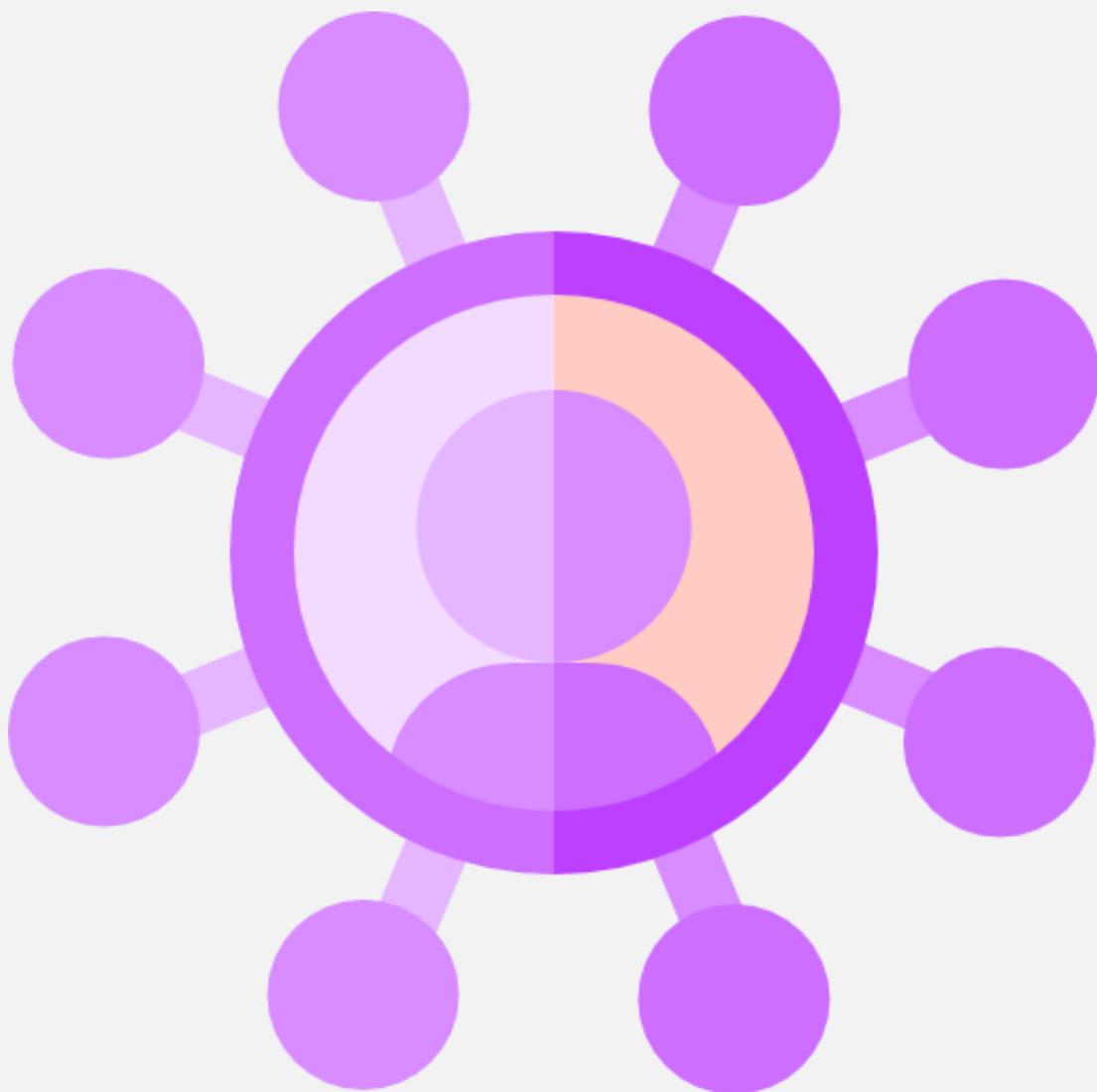
You can also promote products from mega companies like Amazon:

- <https://affiliate-program.amazon.com>

These affiliate networks are very popular and offer many diverse products, which allows you to

choose what type of products you want to focus on. They also offer a different payment structures so make sure fully understand how you will be paid.

For instance, on JVzoo you can earn anywhere from 10-100% of the sale. The average is 50% per sale. Sometimes the seller (vendor) will pay you instantly and other times you have to wait



because they can set their own terms. Your payments are directly deposited into your PayPal account. If you don't have a PayPal account you should definitely get one because many affiliate programs have the option for pay out through them which will give you faster access to your profits.

On bigger networks like ClickBank and Amazon, you are paid according to their thresholds and schedules. This means that you have to make a certain amount before you get your check or deposit. Your commission is usually starts out much lower and increase with volume of sales, which means you have to sell a lot more before you start seeing big commission checks.

With individual websites the product owner determines the commission structure and payment schedule so again make

sure you understand their terms, that they are reputable and don't be afraid to ask them questions before you begin promoting for them.

Whether you choose to promote products from an affiliate network or an individual website is completely up to you. The networks do offer a certain amount of protection as far as payment is concerned. However, many privately owned websites offer generous benefits to affiliates.

I personally think a mix of different networks and websites is a good idea because it brings in different revenue streams for your business.

Then..How Do I Promote Affiliate Links?

There are several ways that you can direct people to your affiliate links. One of it would be

purchasing your own domain. This way you can cloak your affiliate links and build your own brand at the same time. You should choose a domain that is related to the niche you will be targeting. For example, if you are marketing beauty products, you probably shouldn't choose a URL that has cars in it.

After you have a good domain you will need reliable hosting for your website. You need dependable hosting for the best results. A hosting company that has more up time than down time is best because during down time, your website will not be accessible. So, get some recommendations from others that have tried a few, and use the best that you can find. Good hosting is worth paying a higher price for.

Once that is done, you are ready to get your affiliate links and

website set up to start marketing. Determine the amount of money that you aim to make, and come up with an outline of steps in order to achieve it. There are so many ways that you can increase a website's visibility, and you will definitely want to make the best decisions. So, finding out the best ways for you to do this is that is cost effective is a good start.

Using SEO to get your site higher in the search engine rankings with keywords is a great idea - it is something that will definitely pay off. You can learn it yourself, or you can pay someone to do this part for you - it is entirely up to you. However, you should know that learning and using SEO yourself is more time consuming. Hiring an SEO guru might be better for you.

Write articles about the market that you are promoting from your website and submit them to

article directories. When you include a back link to the site that you are optimizing that will help you as well with the search engines.

Affiliate marketing is not something that you can make money overnight with. You need to be able to build up and keep

adding to your website daily or weekly, and keep it going.

So, there we have it, a beginner's guide to affiliate marketing - it's not as complicated as it looks. Now that you have a rough idea of what it is and how it works, you can get started! You'll never know - this could be a potential gold mine for you.

