

AFFILIATE MARKETING

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Chapter 1. Introduction

Affiliate Marketing

With the growing age of technology and the ease that comes with it in more departments, more and more people are looking for ways to use it as a source of income and find ways to work from it without having to leave their houses remotely! One field of work that provides this feasibility is Affiliate Marketing, and it has grown mainly in the few previous years. It has grown so massively that it has shifted from being a secondary source of income to a primary source of income for many people.

Affiliate marketing is considered to be a part of a billion-dollar online industry and one that will only continue to grow in the upcoming years. No doubt starting a new job is a risky opportunity to take; either you make it, or you break it. But with the new age of modern technology, never underestimate the power you hold! But what exactly is Affiliate Marketing, and how will you know what to do if you do opt for it as a career choice? Well, worry, not! You have come to just the right place. Our intensive guide on the world of affiliate marketing will provide you details on all the ins-and-outs of affiliate marketing, and if you follow it, we can almost guarantee you success in it as well!

Chapter 2

Affiliate Marketing

Turning into an affiliate marketer is a fantastic system for bloggers hoping to up their present salary or even to start bringing in cash from their blog. There are a few choices with regards to the whole field of affiliate marketing, including tactics and strategies to make affiliate marketing work for you.

Before we get started on how to go about making affiliate marketing into a career, let's learn about some much-needed basics.

What is Affiliate Marketing?

Simply, by definition, affiliate marketing is known to be "a marketing arrangement by which an online retailer pays a commission to an external website for traffic or sales generated from its referrals." If you're a beginner or new to the term of affiliate marketing, there's a possibility all of this went completely over your head.

Let's break it down for you. Affiliate marketing is largely regarded as one of the most modern, quick and effective ways to make money online. While many would quote it to be a 'side hustle,' a lot of people successful at it make it their primary means of income. In simpler terms, it is described as the partnership between an individual and a business where the individual creates content, such as blog posts or videos, to market the said business's products or services. This drives an audience towards the product or service for sale and, in turn, the individual, or the affiliate marketer, earns a commission.

However, this is just a basic description of what the job holds. Affiliate marketers can take upon any method that works best for them. For example, a blogger looking to get involved would probably become an affiliate through an affiliate network and would either place a button, banner or link within their blog posts, which will get their reader's

attention and drive them to the product being marketed. The more social media channels and platforms on the internet utilized, the better the product will be marketed.

History of Affiliate Marketing

It's a typical confusion that Amazon was the creator of affiliate marketing. Affiliate marketing started in 1989 by a man named William J. Tobin, who was the world's first web advertiser and marketer. William J. Tobin also founded PC Flowers and Gifts. He theorized the whole idea of affiliate marketing and propelled his program on the Prodigy Network. The model of affiliate marketing that he created included paying the Prodigy Network a commission on each deal or sale that was being made. By 1993, Tobin's model on affiliate marketing was producing more than \$6 million yearly for Prodigy. This achievement urged Tobin to bring forward his idea to the world in 1996. However, it wasn't given any status until 2000.

Side by side in 1994, a BuyWeb Program was launched by CDNOW, which revolved around the idea of music websites reviewing different albums of musicians released and then linking them to CDNOW so visitors can head on over to their site and buy the album if they liked them.

And while Amazon is thought to be the starter of affiliate marketing, it brought forth its associates program in 1996, even after CDNOW's venture. However, even though they first the first to introduce the idea, they were the first ones to grab global attention to the whole idea of affiliate marketing. The model they introduced was similar to the other ones and involved a paid commission to the marketer, which was a certain percentage of the price of the product sold. Since then, this became the general model followed by all affiliate marketers.

The Affiliate Marketing Business Model

The business model of affiliate marketing is one not very easy to understand, but one that can be quite rewarding once you get the hang of. Affiliate marketing is one of the most basic plans of action that nearly everybody who has brought in cash online has

some involvement in. It very well may be unfathomably rewarding, yet gives its arrangement of advantages and disadvantages, as each plan of action does.

At its fundamental level, affiliate marketing is basically where you join with a business or an organization to sell their items or services. You get paid ordinarily every time somebody either purchases something or performs what was expected from them from the deal made with the business of the organization.

You are paid a commission each time you succeed in closing a deal or making a sale, and this cash is pretty much from the advertising spending plan or budget of the business that you are in partnership with during the affiliate marketing program.

Some businesses also offer rebills, which are an affiliate marketer getting paid for quite some time even after the sale has been made. Expectedly, these products are a little challenging to sell, but with the right kind of approach and expertise, they are rewarding in the long run.

So while affiliate marketing may have become common over time, not everyone can easily make it big in this line of work. However, keeping yourself well informed right off the bat may give you an upper hand.

Chapter 3

Benefits of Starting with Affiliate Marketing

A lot of people have benefited from affiliate marketing since its invention in the early 1990s. It is considered to be an effective method of earning an income online and one that is 'passive' so your contribution can be minimized while still producing maximized results.

While we know what affiliate marketing is, what are some of the benefits of opting for affiliate marketing as a primary or secondary career option? While almost everything comes with risks in today's world, there are also quite a few benefits that might outweigh them. Here are a few:

What are the Benefits of Affiliate Marketing?

1. Minimal Expertise Required:

While almost any other career choice in the world would require you to have some prior knowledge or education in it, affiliate marketing is one of those where you need not be a know-it-all on the subject matter. You can learn along the way, but its one of those fields that puts the term 'practice makes perfect' into use. There are multiple available methodologies and strategies to follow on the internet on how to make affiliate marketing success for you. You can choose the one you resonate with most, or which works best for you and try to go with it. It is merely a trial-and-error based line of work. If you're already an existing blogger or content creator on the world wide web, you can benefit even more by partnering with a business to be an affiliate marketer!

2. You don't need a lot of money to start it:

While many people shy away from venturing out into new waters when it comes to changing career paths or finding a new one due to financial constraints or money problems, affiliate marketing is not the same. It is a fairly low-cost business opportunity, and nothing is stopping you from joining it. You don't need a lot of resources to get started on affiliate marketing compared to other business ventures. All you need is to have access to the internet and some electricity to assist it for you! If you're tech-savvy, that might give you an upperhand at the game, but it is not essentially a requirement. Similarly, if you're an existing blogger or content creator on the internet, you might have a head-start, but a lot of people have still made it reasonably well without either of these two skills.

3. It is a Wide Industry:

Affiliate marketing as an industry is one with a lot of depth and width to it. It is pretty far-reaching and profitable, and one which may have over a billion-dollar' worth in it. Since it is a vast field, searching for products or services you understand well and see yourself working with is fairly easy to do and one that will allow you to understand the whole ordeal better. Due to the fact that you can make your own choices, you can maintain your honesty and sincerity, which comes with it, which would probably help earn the trust of your customers faster. Commission wise, it has been proven that those people who show the most belief and interest in their products are the ones that tend to be more successful than their counterparts.

4. Flexibility and Freedom come with it:

No matter whether your approach at affiliate marketing is for a secondary means of income or primary means of income, it comes with a considerable amount of freedom, independence and flexibility. Unlike any other ordinary job, affiliate marketing lets you make a few decisions on your own, such as choosing your schedule and when you want to work. Similarly, you can take your off days and even decide who you want to partner or work with. The environment and timetable you choose can be by your comfort so you can maximize and optimize your productivity.

5. You can choose it as a Secondary Source of Income:

Affiliate Marketing doesn't have to be the only way for you to earn an income. In fact, if you already have a job and don't want to quit it, but still need some extra cash on the side. Affiliate Marketing may be the best option for you! You can use it to make money on the side without any pressure of making it big right at the start since you already have an income supporting you. This means you can be much more relaxed with your venture and can take time to figure out the method and strategy that works best for you. However, if you do choose to make it your primary source of income, it could very well be one and can make you money faster than looking for a job.

These are just a few benefits of affiliate marketing. Of course, since the market is so wide, the benefits that come with it can be just as vast. Even if there may be risks involved, the advantages could work to outweigh them.

Chapter 4

Top Affiliate Marketing Trends

Within the realms of digital marketing, affiliate marketing has made itself quite a name and has one of the highest rates of growth. In 2020, affiliate marketing has seen one of the quickest and most effective of rises. Due to the constant changes in the faces of the web, affiliate marketing is also one that changes to keep up with the world. Consequently, companies try to align themselves with changing strategies.

Which Trends top the world of Affiliate Marketing?

There are lots of different trends dominating the world of affiliate marketing, some changing faster than the others. Here are a few of them:

1. Content plays the most Vital Role:

Affiliate marketing is one that relies heavily upon the kind of content created to pursue it and promote a certain product or service. Content will continue playing an integral part in the world of affiliate marketing and pushing out content that appeals to the internet, social media platforms. Ultimately the customers are the most vital contribution when it comes to affiliate marketing. Over the years, the type of content created has seen many changes, which has evolved along with the evolution of how people use and perceive the web. From texts to visuals, to an audio-visual combination, the content has continuously changed to keep the audience involved throughout the years.

2. Use of Voice Search:

Smartphones have been around for quite some time now, but the increased feasibility of coming with them is still considered as a new thing. Smart devices like Google Home Amazon Alexa have recently started to be adopted by more people.

Similarly, people have started to rely more upon personal smartphone assistants like Siri and Cortana, which brings us to the fact that the use of voice search is also increasingly becoming popular. Since more online searches are being conducted via voice-search, the world of affiliate marketing has also adopted along with it. This means, coming up with search terms during your marketing campaign has started to change according to how a person would normally speak for a query, other than typing a query, which is generally more formal. Similarly, the content has been somewhat localized as most searches made today are fairly local.

3. Influencer Marketing continues to Grow:

Influencer marketing has taken off in recent years and has become one of the most dominating trends when it comes to affiliate marketing. YouTube and Instagram stars have met with a large amount of either intended or unintended, fame. Along with this fame, they're always looking for ways to monetize their audience as a way of earning money. Influencers have managed to earn the trust of their viewers and audience over time, and if they market a product or service, their audience will likely be more inclined to buy it. People are searching for the content all the time on the internet, and with someone you look up to, who has experience with what you want and is giving a fairly honest opinion on it, it is likely sure to grab the attention of a large flock of people.

4. Adaptation of Native Marketing:

Rather than just putting your marketing out into the world for anyone to grab and find in the vast sea of the internet may not be a very effective method. Rather, adopting the methodology of native marketing is being applied more now when it comes to affiliate marketing. Native marketing means to focus on or target a certain target audience that would be more interested in your product or service, which means there is a higher chance of you being able to convert this audience into paying customers. Most businesses, and even search engines, are relying upon user experience now, which means the localized information is the better it is met.

Similarly, affiliate marketers are also now trying to create content for a certain group of people so that a better return is seen.

5. Creation of Mobile-friendly Content:

Due to the changing face of the web industry, people are now using mobiles and smartphones more for internet browsing rather than desktops or laptops due to the feasibility and practicality that comes with them. Which is why, affiliate marketers and advertisers need to create content more in tune with smartphones and mobiles, and adopt a more mobile-focused strategy. Content like sites, pages and blogs created need to be mobile-friendly so they can be opened and used just as effectively as on a laptop or computer. Optimization of content such as landing pages to be more mobile-focused will ensure that no click loss is met when traffic comes to these landing pages. Similarly, optimizing for different operating systems is also essential.

It is true, however, that the world of affiliate marketing is vast, and you don't know what trend will be successful and when. However, a few of them will continue to be on the rise for quite some time, and if they are adopted, success is more likely insured.

Chapter 5

How to Promote Your Website and Get Traffic

Affiliate Marketing is a reliable way to earn money online; however, there will be some prerequisites to be met, such as ensuring that you're getting the attention you need to have a source of income. For this, you will need to promote the website you're working from and get traffic on it to ensure that a large amount of audience sees your offers so that this audience can be converted to paying customers.

However, getting traffic or promoting your sites or pages is not as easy as it seems. But there are a few effective methods that can be applied to ensure you can get the most of it.

Effective Methods to Promote Website and get Traffic:

There is no sure-shot way of ensuring that you will get the traffic you desire; however, there are a few tricks you can use to have the best shot at it. Here are a few ways in which you can generate more traffic for your affiliate marketing:

1. High-value Content should be offered:

There is no doubt that content plays the most vital role when it comes to affiliate marketing. What you create and how well you promote your product and service is something that can make or break your success at affiliate marketing. There are a large number of ways to create content that most audiences will be attracted to. Content should not be just text as that is considered boring, creating visually appealing content and content that engages an audience can be challenging, but one that will pay back in the long run. The higher the value of your content, and the

more effectively you explain what product you're trying to sell, the more traffic you can generate.

2. Social Media Activity plays a Huge Role:

There is no denying that the internet is the most commonly used accessory for any living person out there who has any touch of technology in their life. With the use of the internet, social media is now at the forefront of the most commonly used programs or applications that are making it big in the world. To make use of social media for affiliate marketers is essential now. You can easily choose a platform that works well with the target audience you are more focused on, and even optimize according to location or age-group, and use social media as a platform to provide links to, advertisements to and promote your site to get the traffic on it.

3. Make use of Bonuses or Discount Offers:

Everybody likes to buy things for as cheap an offer they can get, and more than that, if something is free, it is likely to grab the most attention! This can be put into play when it comes to affiliate marketing. Offering your audience with bonuses, discount offers, or even free giveaways is likely to get the most traffic on your website, as people will flock in with the numbers to get what you have to offer, even if they don't necessarily want it. This is a good way of ensuring traffic in the long run as even long after the offer is gone, people will still have heard about your site due to it and will continue to visit or shop on it.

4. Start Blogging Effectively:

Blogging is perhaps one of the most basic ways to promote a website or generate traffic to it. Blogging gives you the freehand for talking about a website you're trying to promote as much as you like and however you want to. You can include any content to it, such as images or infographics. Since tutorials are also an efficient form of content for affiliate marketing, you can also include a tutorial in your blog. As long as you give your honest opinion about it, it can be a great way to promote your

affiliate marketing endeavours. Include links, banners and ads in the blog to ensure more people can reach to your site.

5. Search Engine Optimization:

Search Engine Optimization is a commonly opted for and a very efficient tool when it comes to promoting anything online, which can include sites and pages for affiliate marketing to generate traffic to it. Search engine optimization will allow your website to show up on search engine result pages through natural or organic searches. This may not be the quickest method for generating traffic to your site, but it is one that has a future payback and will help you out in the long run. Search engine optimization will continue driving in traffic to your sites and pages for a prolonged period.

As previously mentioned, there is no completely effective method of ensuring traffic to your site. You will try to act on a few options before you figure out what works best for you and your offers. Keeping yourself practice will surely ensure success in the future!

Chapter 6

The Top 10 Affiliate Marketing Programs

Many great Affiliate Marketing programs are working as the channelling link between the marketers selling their products or services and the suppliers providing them. The affiliate program assists these marketers in making sure their services and products reach their customers.

What are the Top 10 Affiliate Marketing Programs?

1. Affiliate Window (AWIN):

Affiliate Window, also commonly known as AWIN, is one of the most popular and highest paying affiliate marketing programs on the internet. It has over 13,000 advertisers and 100,000 publishers, all of which are active. It has over 1,600 brands on it. It is recommended because of its simplicity and how user-friendly its dashboard is. It has a number of useful tools that will assist you in your affiliate marketing operations.

2. Builderall Affiliate Program:

Builderall Affiliate Program is another highly rated affiliate program on the internet, which is recommended by most marketers. It has a two-tiered system, which lets you make residual income from direct sales and also 30% of the sales on both tiers. It has been proven to be one of the best at selling products on the market and has great customer retention rates and a stable monthly recurring income. It has over 40,000 clients on the market.

3. Shareasale:

Shareasale is again one of the largest affiliate marketing programs on the internet. It has over 4,000 listed dealers on it, over which a 1,000 are exclusive. They offer a wide range of services, including earnings per clicks, reversal rates, average sale amount and commission. Amongst the various offers they provide, you can make comparisons and choose one which works best for you. They also have a considerably quick payment cycle.

4. RakutenLinkshare:

RakutenLinkshare is one of the oldest and again, a high paying affiliate marketing program. It is very user-friendly and can be used to counter competition. It has quite several features which are unique and stand-out. Some of these features allow you to use different banner ads for different products you're selling. Due to this dynamic ad rotation, you can optimize your ads. It also has a simple sign up and deep linking options.

5. Fiverr Affiliate Program:

Fiverr is one of the world's largest online market for a wide variety of digital services. It has over 3 million digital services and almost every 4 seconds; there is a new buyer on it. Fiverr Affiliate Program lets marketers find a service to promote from Fiverr's vast marketplace. Using Fiverr, you can increase your affiliate potential and save time.

6. Flexoffers:

Flexoffers is another popular affiliate marketing program with even better-paying services. Some would say that it is not unique or doesn't stand out, but it gives a solid base with tools and features that make affiliate marketing easy for you. It has a fast payout time and has over a thousand affiliate programs to choose from, with

them divided into categories and sub-categories, so navigation and choosing become easier.

7. Clickbank:

Click is a popular affiliate marketing program that usually takes care of digital media such as eBooks and such. It lets people around the world sign up with for free via an account and users can easily have access to thousands of eBooks others are selling on it. It is pretty high paying compared to other programs and gives you enough freedom to sell whatever kind of product you like. It has quick payment and has a commission rate of 10-75%.

8. CJ Affiliate:

CJ Affiliate is one of the longest existing affiliate marketing programs and also very common amongst other affiliate members. It has a wide variety of advertisers, with most providing multiple sized ads for affiliates. There are many pros of CJ Affiliate, such as it has a large partner network and has a reliable payment method. It has a lot of great reporting options as well and comes in handy to a lot of marketers who spend time optimizing sales performances.

9. Amazon Affiliates:

Amazon Affiliates is also a prominent affiliate marketing program that is equally useful for affiliates as well as sellers. It has over one and a half million sellers on it with a rather user-friendly database. It is equally easy to use for both beginners and advanced marketers and is preferred by beginners as it is good for learning. It is very popular and has a large loyal following. It is equally flexible with a large partner network.

10. JVZoo:

JVZoo is not as old on the market as many others but has quickly made its way to the top since then. It is unique in the sense that there is no initial cost for publishers and advertisers; rather, the income earned is from charging fees after a sale has

already been made. It also has an instant paying time, unlike other affiliate programs that pay on a 2-week or one-month rotation. It is a good option for new product launches.

There are multiple other affiliates marketing programs and choosing well, in the beginning, can help you in the long run. A wise and well-informed decision will help you go a long way in your career as an affiliate marketer.

Chapter 7

Writing Content for Affiliate Marketing

To make your affiliate marketing the success you want it to be, you need to master the art of writing content that will get you where you want to be. Like any marketing, content for affiliate marketing should also be engaging, entertaining and informative in an eye-catching way. Learn how to write the best content for your affiliate marketing and make the process fun as well!

How to Produce the Best Content for your Affiliate Marketing?

Before you get started on thinking about what type of content you should be creating, you need to know a few basic tips that will get your content to where it should be:

- **Personalize your Content:**

Many reviews about products on the internet are often not very truth-based and are largely just stated facts about different pros and cons related to the product. It is likely that marketers are generally afraid of the feedback they may receive if they tell the truth. However, in today's age, sincerity is more welcoming to most people, so being transparent about a product will probably be met well by your readers.

- **Centralize Content around Readers:**

Your content should always be reader-centric, and the reader should be kept in mind before any content is written. Paying some attention to what your readers would want to the reader and how much they would like to invest in it would be a good way to give the readers what they want. This will largely increase the value of your content and will make your readers relate more to it.

- **Pay Attention to what's in Demand:**

Promoting products that don't have any demand will probably get your affiliate marketing nowhere. Your content would not be read often, even if you like the product you're promoting. Sharing sentiments with your users and giving them what they want is essential. Thus, researching products in demand beforehand is probably a good idea to know what is popular and what is not. More positive remarks about the said product will add weight to your review.

- **Mask your Content:**

You should naturally be able to incorporate your content with stories or something similar not to make affiliate marketing feel like affiliate marketing. Even if you are promoting a product, readers can usually tell that your prime objective is just selling it immediately as soon as they start reading. Using a technique to mask it can make readers ease into the review and can also make it seem more sincere and help build trust.

- **Specialize in One Category:**

Sticking to one category when it comes to your promotion and reviews may be a good marketing strategy. If you stay with one niche in all your content, you can become the go-to reviewer for them in the long run, and everyone will know who to consult when that specific category of items or services is in concern. This will help you earn trust even faster.

What kind of Content should you be Producing?

1. Product Review:

Product Review is one of the most classic types of content when it comes to affiliate marketing and is the most commonly used method of increasing sales. This type of content is mostly a written format with a basic description given of the product, its pros and cons, and the writer's personal opinion. What makes this the most read is how honest it is, which shows that it is authentic and not paid.

Talking about both its advantages and disadvantages makes it more believable, so the decision to buy is solely upon the readers.

2. Video Review:

Due to the continued decrement of attention spans of users on the internet worldwide, written text is often not received as warmly by all buyers looking to review a product, such as product reviews stated previously. Thus, videos are preferred as they are more engaging and also easier to understand the product. In the video, you can show the product and explain on-hand how it works and what works better than the other. Videos are thus received more openly by users.

3. Lists:

Other contents easier on the eye than just paragraphs are lists, and that too lists that contain 'top' options, such as Top 10 lists and Top 20 lists related to any products or services. Lists let you review a wide array of things at once, and also give your opinion on all of them and how well you rate each comparatively to the other. It is a good way to promote many products at once.

4. Tutorials:

Another way to promote anything on the internet is to provide a detailed tutorial with it, so if there is any confusion related to the product, readers can know that they can easily understand it through your tutorial. In one tutorial article, you can also provide more affiliate links and promote applications and tools linked to what the tutorial is on.

Hence, like any other form of marketing, what you choose to market, and how you market it plays a vital role in how successful it is going to be. Being able to grab the reader's attention is key when it comes to creating content.

Chapter 8

Using Social Media Platforms for Affiliate Marketing

In today's day and age, social media platforms are widely used across the world to fulfill all kinds of purposes. Similarly, the use of social media for affiliate marketing is also all too common. It is one of the easiest and most effective ways to use it to earn an income online.

How is Social Media used for Affiliate Marketing?

Social Media has established virtual networks worldwide amongst all users on it. It has provided a link amongst all of them to share information, images, videos, ideas and all kinds of other content. Affiliate marketing on social media usually makes use of these already existing links that interact and communicate with one another. Participation for affiliate marketers on social media is generally done by creating content with text, images, videos or any other form of content that is made available to people worldwide on the web within seconds.

How can Affiliate Marketing be Effective through Social Media:

Before you start using social media for affiliate marketing, you need to strategize and come up with viable methods that will let you use social media effectively for your marketing campaigns. Here are some tips to make it easy for you:

- **Redirect Links are Important:**

A lot of people opt out of clicking on a raw affiliate URL because it doesn't look very user-friendly and is often un-welcoming. This is why a raw affiliate URL turned in to a click-friendly redirect link is likely to get more clicks at the same time as a raw

affiliate URL, which is also probably why it is one of the strongest methods of turning your marketing into a successful campaign.

- **Content Quality should be above par:**

As previously discussed, what kind of content you create makes or breaks your marketing campaign. Boring content is less likely to attract users, while simpler, honest and more effective content is likely to bring in more readers. On social media, rather than constantly promoting products and services, but more of your effort into creating great content to engage your audience and let them enjoy it.

- **Promoted Offers should be of High Quality:**

Promoting an offer of very high quality is likely to make your experience using social media for marketing better. It is a very powerful strategy as there is nothing to lose with it. You, as the marketer, get a good amount of commission if the sale is successful, the buyer gets a good quality product, and the creator of the product gets to sell it and earn money, which means ultimately everyone wins in the end.

- **Link Images to Affiliate Links:**

This is also a very effective method of using social media for affiliate marketing. It is no secret that images attract clicks by users. Link your affiliate link with a screenshot of the product you are promoting, which means you can directly show the customers what the product you're marketing looks like. This can pique their interest and make them understand the product better.

Which Social Media Platforms to Use for Affiliate Marketing?

Just as much as you need to know how to use social media for affiliate marketing, you also need to know which social media platforms you must be focusing on for it. For this, you will need to understand who your target audience is and which social media they use most frequently.

The three most commonly used social media platforms are:

1. Facebook:

Facebook is probably the most popular social media platform on the internet today. It has over 1.5 billion users daily and has the widest reach amongst all other social media platforms. It is perhaps the most important channel for your affiliate marketing. Make sure you have a business page for your affiliate marketing so you can easily keep a record of it, and when you're sharing affiliate links, don't share them too often and keep a few.

2. Twitter:

Twitter is again one of the most widely used social media platforms and has over 126 million users daily. It is a good way to share news frequently to a large audience and supports up to 40 languages with its wide audience worldwide. However, the content on Twitter is continually changing which is why you need to be up to speed and should not tweet less than at least ten times a day if you want to stay relevant, and as hashtags are a powerful tool on Twitter, make sure you make use of them as well.

3. Instagram:

Instagram is also amongst one of the most popular social media platforms and has over 1 billion users per month and over 500 million daily. Since it has no text limit, you can explain your affiliate marketing product in detail on Instagram. However, as you cannot share links on it, it becomes a little bit more challenging than other platforms. But you can add a link to your profile, which is what almost everyone on Instagram does.

Thus, Social Media plays a vital role when it comes to affiliate marketing, and not only should you know how to use it, you should also know which platforms you should be using to make your marketing campaigns the most effective.

Chapter 9

Qualities of a Good Affiliate Marketer

Though Affiliate Marketing is a simple and effective method of earning an income online, not everyone is as successful as one would like to hope. There are a few qualities that must be possessed by every affiliate marketer if they want to have success in the field.

What Makes a Good Affiliate Marketer?

A good affiliate marketer is one who possesses most, if not all, of the qualities that should be present to make your marketing campaigns successful. These qualities may form the fine line between just being "lucky" and being good enough to do it consistently. So what quality should every good affiliate marketer possess?

Qualities of a Good Affiliate Marketer:

1. Organization:

A good affiliate marketer has to be organized as an organization is one of the most vital qualities that will get you further in the field. Being organized means having a vision and a goal set in mind on how you want to pursue your affiliate marketing and what outcome you expect from it. A good way to make yourself organized is by starting with a good plan, which will determine how far you will go. Keeping your objectives in mind, you should choose what niche or specific category you would be specializing in.

Apart from the basics, the organization should be present in all other aspects as well, such as your finances being in order, keeping track of your marketing if you're managing more than one affiliate marketing program at a time, and all the data you will be required to use should be at hand at all times.

2. Self-motivation:

Being motivated and keeping yourself motivated is also essential when it comes to being an affiliate marketer. As affiliate marketing is essentially a job that is done from home, keeping yourself motivated to stay on course and get things done consistently will prove to be vital. Most affiliate marketers are self-employed, and since no one will keep a check on you, you are your only motivator. Self-motivation will keep you pushing for success everyday. Set tasks that you should be doing in a given time frame and make sure you do them within it so you can stay on track and keep yourself motivated.

3. Consistency:

No matter what plan you're following and what vision you have for your affiliate marketing campaign, you will need to be consistent for you to make it effective for you. If you have a certain timeline you are following or a certain hour every day when you post your content, make sure you stick to it and follow it consistently. Your readers will expect you to be posting according to your schedule, or if you don't have one, they will still be expecting you to post regularly.

Hence it will be your responsibility to keep giving the readers what they want. Maintaining your sites and updating them frequently will also fall upon you. Once you know what tactics or strategies you will be following, make sure you follow it regularly.

4. Social:

When we talk about social as a quality to have for a successful affiliate marketer, we should keep in mind that it means being social remotely as affiliate marketing is an online job. Hence, to be social online, you should make use of social media and know the importance of it. Being able to maintain contact and interact via social media is essential to be a good affiliate marketer. You should know how to engage with an audience and build contacts to make it viable. Being able to take part in a 2-

way conversation and listening to what your readers want will be a good quality to have as you can really provide well for your readers then and also help to build up trust as they know you're listening.

5. Focused:

Last but not least, one of the most important qualities to have as an affiliate marketer is to be focused and keep your vision in mind. It's easy to get distracted on the internet as multiple opportunities will present themselves to you while you're on it.

However, it will be essential never to lose sight of what success you're aiming for. As long as you stay motivated and keep your goal in mind and stick to it, you will start to see the results you were hoping for. To stay concentrated on one objective is essential when trying to achieve anything and such is the same when it comes to affiliate marketing. If you stay focused on the tasks in mind and achieve them one by one, you will surely be successful as an affiliate marketer.

Knowing how to be an affiliate marketer and knowing what kind of content to create is not all that comes into play when working, knowing what qualities to possess and how to put them into work will also be just as important.

Chapter 10

The Challenges Associated with Affiliate Marketing and How to Overcome Them

Some affiliate marketers may find it hard to reap the same results as all of their counterparts and face challenges along the way that can't be easily dealt with. So what are these challenges associated with affiliate marketing, and how can you overcome them?

Common Affiliate Marketing Challenges:

There may be a lot of struggles that affiliate marketers face in their careers. While some probably subjective and depends on person to person, a lot of challenges faced are common amongst most affiliate marketers and the way to overcome them is also feasible.

1. Small Commissions:

In many cases, commissions earned by affiliate marketing are not substantial and can be very small. The payment cycle is also not consistent, and the commission may take months to reach a marketer. By then, the affiliate marketer has already put most of their expenses in promoting their strategy, such as for generating sales, clicks, leads and expanding the audience.

2. Keeping Yourself Motivated:

Keeping yourself motivated may sound like an easy concept, but it is quite hard when you're your boss. It's easy to start with a plan and keep up the enthusiasm and excitement of getting into a new career path. However, after some time, doubts may

start to creep into your mind about whether this is the right choice for you or not. These doubts may make you lose your motivation and make it hard for you to keep pushing every day. However, to get the rewards you want and earn the commission you started this for, you will need to keep yourself motivated no matter how difficult it may seem.

3. Technical Skills not Sufficient:

If you're new to the world of affiliate marketing, or generally new to the world of internet and technology, and learning how to use it efficiently, you may be struggling in your career as an affiliate marketer. In a largely web-based world, many affiliate marketers struggle due to a lack of technical skills. If you fall into that category, you may struggle with setting up internet marketing methods, which could include setting up leads capture pages, auto-responders, blogs, the right content and social media platforms to promote your marketing.

4. Getting the Appropriate Knowledge:

You can't just one day get up and decide to be an affiliate marketer and expect to be successful at it. There is a certain level of education to be gain before it and learn some basics about how actually to go about it. Most people choose to learn via the internet; however, there is no telling if that information is even correct or valid to your situation. Any form of contradictory advice could have you running in circles and would essentially get you nowhere. It could also take some time for you to find all the relevant information you need at just the right time.

5. Receiving Support from your Seller:

Once an affiliate marketer has contacted the seller and agreed to market it, they're on their own from then on. A lot of affiliate marketers are left in the dark by their suppliers and don't get the right kind of product support they need or recommendations on marketing tools to use. At most, the marketer may be provided with a coded link or a one-time marketing piece without any other forward ideas. Thus, usually, marketers are left on their own on how to market the product.

How can these Struggles be overcome?

There are general guidelines on how to overcome struggles when it comes to affiliate marketing. Though many challenges may be somewhat specific, a lot of them may be solved by collective knowledge and perseverance.

- Don't try to venture too much into the unknown, stay focused on what you already know and have knowledge on it. Sticking to it will mean you can make comparatively more informed decisions than doing something new to you.
- Keep yourself motivated by thinking of the success that will come to you if you make it big in your affiliate marketing career. Let the potential of success drive you on.
- Use reliable resources for knowledge that has been tried and tested by sufficient affiliate marketers before you. Studying up on all aspects beforehand and taking your time to gain all the information you need may prove to be useful in the long run.
- Choose a product that you can resonate with and understand without other forms of support. If you understand a product well, you will have the ability to convey it to your audience better.
- Don't try to rush into things. Test your hand at one product first, and once you make it successful, move onto the next one. Taking your time will be beneficial.

Hence, it is no secret that affiliate marketing is a tough career choice, and just like any other field, you will be faced with challenges daily. However, what matters is how you tackle these challenges and learn to overcome them, so they don't come in your way.

Chapter 11

How to Promote Affiliate Offers?

Affiliate Marketing is a good choice for many to have a means of income without having to leave the house and just conducting their entire career online. However, it is not as easy as it seems, and without knowing exactly what to do, you may be quite perplexed by it. But once you get the hang of it, you will be able to get the rewards you had been dreaming of when you got into this.

Promoting Affiliate Offers:

While you're trying to understand the whole world of affiliate marketing, one essential piece of knowledge to have would be to how to promote your affiliate offers. Without the much-needed promotion for your products, you will find it very difficult to be successful. So how exactly can you promote your offers? Well, here are a few tips for you.

1. Blogging:

Blogging is perhaps one of the most basic ways to promote an affiliate offer. Using a website that supports and can feature a blog will be essential for it. Blogging gives you a free hand to talk about your offer as much as you like and what to include in it. You can include any content to it, such as reviews, images or infographics, and whatever you please. Since tutorials are also an efficient form of content for affiliate marketing, you can also include a tutorial in your blog. As long as you give a good description of your offer, weigh the pros and cons, and give your honest opinion about it, it can be a great way to promote your affiliate offer. If you cannot write well, you can always hire someone to write your blog posts for you!

2. Using Social Media:

Social Media, as a tool, is a compelling one and an efficient way to connect with and interact with millions of people worldwide right from your home or office. Social media keeps growing big on the daily and is something most commonly used by anyone in any field. To promote your affiliate marketing offers, you will need to make use of social media and also know how to put it to the best of use. Writing posts about your offer, adding images to it, interacting with your audience and liking content related to it are all efficient ways to make use of social media. You can use multiple uses of platforms depending on where your target audience most resides and use multiple features to keep your information up to date.

3. Video Making:

Due to the fast-changing world of social media and most people becoming tech-savvy, keeping the attention of people is challenging, and a lot of text can sometimes become tedious and is not everyone's cup of tea. Thus, you can opt for making videos as an option to promote your affiliate offers. Videos are an effective method to showcase your product visually and also explain exactly to your audience how it works. You can also provide tutorials so your customers know how easy it can be to use and start gaining an interest in it. If you're not an expert on video making, you can hire someone to do it for you, who will also provide you with essential equipment. You can then share these on your social media for the world to see.

4. Search Engine Optimization:

Search Engine Optimization is a commonly opted for and a very efficient tool when it comes to promoting affiliate offers. If you have a website you work from; search engine optimization will allow it to show up on search engine result pages through natural or organic searches. This may not be the quickest method for affiliate offer promotion, but it is one that has a future payback and will help you out in the long run. Search engine optimization will continue driving in traffic to your sites and pages for a prolonged period will eventually start showing results for you and show you benefits for having opted for it in the first place.

5. Emails and Newsletter:

Any good website comes with the offer of you subscribing to it to be able to get updates via email or a newsletter. Similarly, including the 'subscribe' option on your site can help you go a long way. This will give your visitors the chance to keep in touch via email and receive updates on your products and news and information regarding them. They will know about any new offers coming in and any changes that your affiliate marketing campaign may be introducing. This way you can offer some discounts or bonuses which will attract them even more towards your offers. This way, your customers can have constant communication with you.

Your offers will not sell themselves, and you will have to go the extra mile to promote them to potential customers and audiences. Thus, you need to know the correct ways to do it and go for tried and tested methods to ensure the most success for yourself!