

# Online Affiliate Marketing



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## How Does Affiliate Marketing Work?

Affiliate marketing got its start on the Internet back in the 1990s. As with any new technology companies were quick to realize an opportunity to market their products and services using the World Wide Web. Aggressive companies looking to expand their sales platform were quick to realize that the Internet had the potential to reach people around the globe like never before. Today affiliate marketing allows for products and services to be present to consumers via millions of sites and blogs that are visited daily.

Once the search engine's arrive during the mid-1990s the Internet grew exponentially and became a massive e-commerce. Website created valuable content provided tremendous benefits to Internet server and the same website owners wanted compensation for their hard work. The earliest forms of online advertising like the placement affiliate marketing or CPM evolved, and more accountable forms of affiliate marketing came to be. Affiliate marketing is at the very core of a relationship between three parties: the consumer, the affiliate, and the company's product is being sold.

Technology can be pretty daunting, and that includes the Internet. There's a lot to grasp and understand online, the people who came up with e-commerce and the advertising format that came to be affiliate marketing really led the way in what we can do today online. The same people had to rely on technology that we know as 'the cookie.'

Cookie technology works with your web browser to store information about the visitor, his or her preferences, their registration information, their login information,

and their shopping cart contents. If you have ever opted to have a site remember your username and password that's a cookie. Have you ever noticed when you're searching the Internet for deals, and you suddenly start to see banners and ads related to what your search was appear on other websites? A cookie makes that possible.

With affiliate marketing the cookie has another task that is to remember the link the visitor clicked to arrive at the site. The cookie can even store the date and time that it took place and it can be used to remember the type of website or the content on that site. There are different types of cookies and each has their own use, but when it comes to affiliate marketing first party cookies are what is used. When a visitor visits the website of the publisher and clicks the ad of an advertiser, the visitor's browser receives a tracking cookie that identifies the advertiser the publisher the ad and the amount of commission. This data is then stored within the link, in what is called parameters. In order for you to be paid your commission for a sale as an affiliate a tracking cookie must be in place. If you forget to include your special linking information in your links, this cookie cannot be created, and you will not be paid for the sale.

## **Breaking the Myths Around Affiliate Marketing**

There are bad affiliate marketing, which lead to businesses passing on certain programs. Users need to understand what these myths are so that they make the right decision to grow their business and choose an affiliate marketing program that will generate income for you.

Whether you're running a small mom-and-pop company or you are the brand manager for a Fortune 500 company creating a solid affiliate program can create revenue avenues that are solid and hassle free.

isn't easy, and it involves tons of work, because there's so much competition. You are not going to make money immediately – it's going to take time to build a successful platform. An affiliate program helps to bring traffic to your site, but it's up to you to convert that traffic into paying customers.

**Myth #2 For Affiliate Marketing to Work You Need a Popular Niche** Many companies avoid affiliate marketing thinking their market is too small. Some companies will attempt to enter bigger market niches even when their company has no interest in that niche. Popular marketing niche is to excel in affiliate marketing, but you can still have success in other areas. What's important is to focus on your companies goals and find affiliates who fit that focus, and where you are comfortable.

**Myth #3 Affiliate Marketing Is No Longer Relevant** Google's new algorithms for SEO are becoming outdated, which is leading companies to believe that now is not the time for affiliate marketing. However, there are all kinds of new ways that you can use search engine optimization to create your brand.

You could run into a few Google problems, but usually all of this makes sense to Google as long as you are offering relevant material to web searchers and your clients. So don't give up on affiliate marketing just because Google's algorithms have changed. Google algorithms will continue to change over time, but as long as you are offering content that is relevant and not breaking any of Google's rules, your affiliate marketing will continue to enjoy success. Affiliate marketing is a great way to increase traffic to your website and improve profits for your business as long as your affiliate marketing matches your brand. It allows you to create one or more secondary income streams that over time can grow and flourish when done right.

**How to Create a Successful Affiliate Marketing Structure for Long Term Income**

Affiliate marketing is an exciting way to create an income stream that is steady, reliable, and that allows you to create the lifestyle you desire, by providing a steady flow of income into the future. Affiliate marketing can be highly successful when you give it the time needed, and you do the work to build a highly successful website with

a solid traffic flow. Because, without traffic you simply cannot have us a cesspool affiliate marketing income stream. To sell product you must have visitors. Let's look at what you can do as a new affiliate marketer to create a successful structure for long-term income growth.

#1 Build Your Website or Blog - It all starts here. First, you need to build a website or blog that will attract visitors. You do this by creating a site that has interesting and engaging content that is valuable to your visitor. When your website is up and running, you need to begin to create a traffic stream before you even think about pitching affiliate products. How long this takes will depend on how you go about creating that traffic stream. There are many tools that you can use to help improve your traffic flow, but always use legitimate methods, so that you can enjoy more than just short-term benefits.

#2 Create a Site That Offers Value to the Reader - We touched on this a minute ago. While this doesn't always help to increase traffic it does help to bring readers back to your site and to build

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a level of trust that you are going to need in order for your visitors to feel comfortable enough to buy any products whether they are your own or those associated with affiliate marketing.

#3 Associate Only with High Quality Products - You need to try each product that you are going to sell through your affiliate marketing because if it's junk you certainly don't want to marketing it to your customers or your readers. Your readers are going to develop a level of trust on the products you recommend, so make sure that you are worthy of that trust or you will lose your following and that will be the end of creating your income stream.

#4 Don't Make Your Site a Sales Page - There is nothing worse than a visitor arriving at a website to discover it is nothing more than a sales page. They will hit the back button immediately, and you will lose them before you even get had an opportunity to build trust or show them what you have to offer. Instead, sprinkle your affiliate links sparsely throughout your content. Make your website a standalone site that people want to visit and then your affiliate links as secondary.

## **You Need to Track Results With Affiliate Marketing**

There are many who are successful at affiliate marketing but there are just as many, if not more, that fail. There are number of reasons that this failure can take place. For right now, we're going to look at why failing to track your results for your affiliate marketing campaigns can cause you to fail.

Not tracking results is a big mistake that many new affiliate marketers make. They go about promoting the product that they are choosing to market, but failed to create a unique tracking affiliate link that's either provided to them by the affiliate, or that you need to create yourself. Why is this so important? Well, there are couple of reasons. First it is this unique identifier that insurers are you are paid your commission by the affiliate because it's what distinguishes you from another affiliate.

The second reason is that without this unique tracking affiliate link you have no idea when you've made a sale, where the sale came from, the time and day of the sale, the amount of the sale, etc. - you have no conversion information available to you relating to this product, without the unique tracking link. This information allows you to know which pages are converting well, so that you make the right choice about which campaign to continue to run, which links to continue to use, which campaigns to drop or change, and even which pages to continue to promote on.

Amazon is one affiliate that makes creating a unique tracking ID very easy. You just log into your affiliate account at Amazon go to the dashboard, account settings, and at the top on the right you'll see manage tracking IDs, which you click. From there you

can make a new tracking ID, which will allow you to track your affiliate campaigns so you know what has sold. Amazon help offers a great deal of information on how to make the most of Amazon tracking IDs.

All affiliates either assign a unique identifier or allow you to create your own unique identifier. Yes, earning a commission is great, but if you do not know where or how you earned that commission, you are unable to replicate that sale repeatedly. You want to be a successful marketer, and you want to grow your campaigns and your income stream, and tracking is a key component to the success.

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### **How to Successfully Promote Affiliate Marketing on Your Blog**

#1 Do a good job of describing the product you are promoting - if you simply put up a banner ad for your affiliate marketing link, you aren't telling the visitor anything about the product, so they are much more likely to simply ignore the banner. When you actively promote a product it shows you have not only use the product but you know something about it, and that builds confidence in your audience, so they are far more likely to click the link and make a purchase. #2 Share your product experience - when you're describing the product you are about road it is important that you share your experience with that product. The more information you can provide, the more likely a visitor is to buy that product. If you can provide graphs and other statistical data that will help your visitor to better understand what you are offering. When you believe in the product you are selling, you are far more likely to have success selling that product.

#3 Don't promote more than two of the same type of products - if you promote to many of the same product, your visitor will have a tough time believing that you think all of these products are wonderful, especially when they are all similar. The more products you are promoting the less believable you become. If today you are

recommending product B, and tomorrow you are recommending product C, then a week from now you are recommending product D, and all of these products are very similar, your visitor is going to have trouble trusting in you that all of these products are so wonderful.

The more products you are promoting, the harder it is for you to choose between them as to which you will promote. When you stick with the same couple of products, over time your visitors begin to realize that there is something special about these products since you keep recommending them or referring to them. That's the way to create customer loyalty!

Promoting products through affiliate marketing requires you to take the time to research each potential affiliate and create the best match for your niche while offering a quality affiliate product that generates a decent commission for you. Don't just grab the first affiliate that seems appealing - do the leg work, read reviews and see what others have to say about this affiliate, check commissions, and research demand - then make your final decision.

## **Why Sticking With a Couple of Affiliates Will Make You More Money**

You've decided to make affiliate marketing part of your business - good for you! However, one of the most common mistakes new affiliate marketers make, and even seasoned affiliate marketers, is to become distracted by the many affiliate opportunities that abound instead of staying focused on their initial choices for affiliates.

It happens all the time. An affiliate marketer is busy creating campaigns for the product or products he or she has chosen to market, then all of a sudden along comes a new, exciting, and interesting new product in their e-mail, or talked about on a form, or stumbled across by accident. Suddenly, you are off chasing some new exciting idea to make more money online through your affiliate marketing.

This is not nearly as profitable as you might think. There are constantly going to be new ideas and new opportunities that come across your desk. The ease opportunities will distract you from your current affiliate marketing campaigns. Remember a complete and profitable marketing campaign is worth former revenue to you in a campaign that's only 50% finished, or a brandnew campaign that isn't even launched yet.

You also need to keep in mind that if you are constantly changing products are adding new products that are not relevant or related to previous products your readers may begin to question just how reliable and trustworthy information you are providing them is. This especially true, if you are flip-flopping all over the markets when it comes to products you are representing and trying to sell. It is much better to build your brand around offering consistent products that are related to each other than it is to try to market every new product that comes along. Your goal is to establish a long term income stream and that requires stability, trust, growth, and longevity. You need to choose affiliates that you believe you can market now and far into the future.

Affiliate marketers need to be self motivated and focused. For many of us these are skills we learn. Once you know where you are making mistakes that are causing you reduce sales and lower profits, you will be able to make the changes needed to grow your business and become more profitable over time. Don't make this common beginner mistake of trying to take on too many affiliates that have interesting products to offer. Instead, decide which your brand looks like and what products you want to incorporate into your website or blog.

## **Common Mistakes New Affiliate Marketers Make**

When you first start affiliate marketing, your goal seems to be just to make money. So

if you go in every direction trying anything and everything that's recommended book with no real clue about the mistakes you are making that could affect your chances for long-term success. Let's look at the biggest mistakes that can affect you negatively and cause you to fail.

### Mistake #1 You Focus Is On Selling Instead Of Helping

in general the job of you as an affiliate is to sell. The Sally takes place on the sales page after your reader has clicked the affiliate link that appears on your page. It's a common mistake beginners make that screams by this now, but instead you should be teaching the reader why they need this product, and when you do a good job of this your reader will want to click the link to make the purchase.

People like to hear what other people have to say about products this helps them to decide whether or not to buy a product. This is why reviews on Amazon are so powerful. These reviews are created by people and those giving the feedback have nothing to gain from what they say about a product. This helps consumers make choices about products that they are thinking about buying.

Would you give an unbiased review about a product rather than playing the high-pressure sales card you will find that your sales increase because people will begin to trust the advice you give on products and they will be much more willing to make a purchase of a product you recommend. .

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### Mistake #2 Failing To Test a Product You're Going To Sell

When you choose to promote a product as an affiliate you should be putting yourself

in the shoes of your potential customer. You need to test a product and learn whether what the vendor says about the product is true. Nothing will send people away from your site faster than you promoting something is being wonderful and awesome and a must own and then you customer discovering it's crap and doesn't do what it says it would. If it was you, how would you feel? Before you offer any product or sale as an affiliate you need to buy that product test the product and make sure that you really want your name or your company name behind that product is being worthy of a consumer purchase.

Starting your affiliate marketing business is exciting after all this entirely new revenue source for your business, but if you want to be successful at affiliate marketing anyone to create a long term income stream you need to do it right. Avoiding these two most common mistakes makes a great start to success.

## **Use Sidebar Banner Ads on Your Blog For Your Affiliate Marketing**

Using sidebar banner ads on your blog or website are an excellent way to incorporate your affiliate marketing providing you understand the importance of the type of ad and where displaced.

Using a 125 x 125 pixel banner ad in the sidebar can be a good way to create interest in your affiliates offer. How many of these banner ads you run will depend on the layout of your website or blog. Many of the most successful companies using affiliate marketing will place four of these ads on their website or blog in the sidebar and each ad will depict a different message and show a different graphic. For example, you might be the affiliate for engagement rings, so you put together four different graphic ads that each depicts a different graphic along with a different message. These ads are then placed your sidebar providing your visitor with a different message.

Make sure to take the time to experiment with this method and test over and over again, until you tweak which ads are bringing you the highest click through rate, and therefore creating the greatest income for you.

Occasionally, you can embed an affiliate link rate into your blog post. This works if you already talking about a specific niche that relates to your affiliate marketing product, and it fits into the conversation naturally. Then you can recommend this product based on personal experience with it. This can work in conjunction with your sidebar ads. Remember never over saturate your pages, because your visitor will get annoyed and leave never clicking through to your affiliate that is lost revenue for you.

Don't write your blog posts with the idea that they will make money for you from your affiliate. People are way too smart for this and they see right through it. Make your posts interesting and gauging first, and make your affiliate link in your sidebar ad secondary. Always remember unless you're driving traffic to your site making commission from your affiliate link, it is just wasted space on your website or blog. Some affiliate marketers disagree with the use of sidebar ads, but just as many have found success with this method. The key is to find what is right for your website or blog and what works for your traffic. Your visitors are what's most important here. Finding what keeps them happy means increased revenues for you.

## **How You Can Use Affiliate Marketing to Build Your Website**

If you aren't familiar with affiliate marketing it really just means you are using a third-party individual or company's product(s) to create potential customers for your website. The marketer, who is also referred to as an affiliate, is given product links that they put on their site. When visitors click that link and buy the product that is on the site, the affiliate then receives a commission for the sale. In this way, the website promotes a product and earns a passive income. The trouble is far too many people indicate that affiliate marketing is a way to get rich quickly. The truth is affiliate marketing is certainly a way to create an income stream but in no way is a fast path to becoming wealthy easily.

There are all kinds of myths floating around out there about affiliate marketing. There are many marketers claiming to have made tens of thousands of dollars a month with virtually no work. The truth is these claims are simply false. One common method is that affiliate links will perform extremely well on pages that you dedicate to doing

nothing but selling affiliate products. The fact is just like any normal ads, a website has to offer value to its readers in order for any affiliate campaign to be successful. You should think of affiliate marketing as a way to enhance a site that's already successful, and increase your income rather than being the principal focus for that website.

The most common misunderstanding or should we say myth, is that everyone can make money overnight with affiliate marketing. Sadly, this is far from the truth. Affiliate links need to be seen if they are going to generate any income, which means that visitors need to arrive at the website. That means you need to have significant traffic if you plan to have significant income. In other words, you can't put up a site one day add a few affiliate link, and think that money is going to roll out of your computer the next day. Affiliate marketing is not a gold mine, but it is a highly successful way of creating an income revenue stream if you choose to do the work.

Right now affiliate marketing might not seem so appealing; however, the idea isn't to turn you off of affiliate marketing but to give you a realistic expectation of how to go about creating an income stream that will allow you to have the lifestyle you dream in the future, once you have done the work and created successful solid affiliate marketing income stream.

## **Common Pitfalls of Affiliate Marketing**

Affiliate marketing can be one of the most rewarding ways to make money online. It can be extremely lucrative when done correctly. However, as an affiliate marketer you need to know how to successfully market a product that belongs to another company or person. Affiliate marketing is an excellent way to create a solid income stream, but it's not simple. It takes skill and knowledge. Here are two of the most common pitfalls made by new affiliate marketers that ultimately can lead them to fail.

Pitfall #1 Choosing Products to Promote Based on the Size of Commission

This is a common mistake that is made by new affiliate marketers. They look for products that have the highest commission and choose affiliates solely based on the amount of commission paid per sale. However, you need to remember that your goal is to make an income stream that will last long term into your future.

To do that you need more than a crappy product that pays a high commission. You want to start to create trust in your visitors so that they come back and buy from you repeatedly. To do that you need to offer a legitimate product. You also need to try this product and be able to say this is something that you believe in and that you would use. This will build relevance and trust for you and your company and help to create a long-term income stream for you. As you add new products over time, your customers are going to trust what you have to say, and keep buying from you.

**Pitfall #2- Affiliates Don't Build a List** One of the most common mistakes new affiliate marketers make is to send traffic directly to their sales page. The very first thing you need to do to build your affiliate marketing business is to build an e-mail marketing list. If you are sending traffic directly to your sales page you'll get the one commission from them but that's it.

Whereas, if you take the time to build an e-mail marketing list you'll be able to make many commissions off one customer. You will build relationships and therefore long-lasting clients that are already targeted for the product(s) you are offering. Once you've created up list you will be able to market over and over for as long as you want to the same customers, as long as they stay subscribed. Start smart and build your e-mail list first before you do anything else.

Avoid these two pitfalls and you will be on your way to being a successful affiliate marketer.

## Affiliate Marketing Strategies You Need To Know

Affiliate marketing is when you earn a commission by promoting and selling someone else's product. You find a product that aligns with your brand, then you promote it, and earn a commission for each sale that is made. Affiliate marketing is a great way to increase your revenues.

You're happy as you increase your revenue by earning a commission, the other company is happy because you created a sale for them, and the customer's happy because they found the product they want. What's nice about affiliate marketing is that you invest neither time or money create a product to sell.

Many businesses and individuals have been taking advantage of affiliate marketing action way that they promote third-party products on their websites and found their entire income from this practice. Let's look at the 2 main strategies of affiliate marketing:

#1 Become really familiar with the affiliate product(s) you were thinking about marketing. You must be confident in the product, and feel positive about the product(s) and company in order for you to offer your customers an opportunity to purchase it. If you don't like the product, then you should not be offering it to visitors to your site. Don't just grab the first product that comes along because you like the commission rate is paying. Not all products offered through affiliate marketing are worthy of her reputable website or blog promoting them. Make sure that the

product or products you choose will not do damage to your site, because of their inferior quality. That means you need to take the time to research products try products and get feedback on products before you decide that they will become part of your affiliate marketing strategy.

#2 Never tell a visitor to directly purchase an affiliate product. Just recommend a product based on your personal experience with that product, and what you have done with the product or how you used the product. If you haven't used a product you shouldn't be recommending it to others.

The best affiliate marketing is a honest affiliate marketing. When you're honest and you offer something of value, is going to be a win-win for you and your company, the customer, and the affiliate company. Success comes from honesty. When you are honest you build a strong customer base that keeps coming back to your website, and you also help to increase the strength of your branding.

## **How to Make a Killing from As an Affiliate for Amazon**

Making a killing as an affiliate for Amazon is something Chris Guthrie has done well. Many have interviewed him and see what the secret to his success are, and others have taken what Chris has to say and applied it to their own affiliate marketing programs. Those that followed his lead have become very successful with what they do.

There are all kinds of affiliate marketing programs online that you can choose from, but one of the best is Amazon, because with Amazon you can choose to sell products that are directly associated to your niche. It's easy to find products and then when you market these products and your visitor clicks through and lands on Amazon there is a very high likelihood that they will complete the purchase, because Amazon has worked hard to create trust in the marketplace, and they have been very successful at doing this.

Consumers need to have this kind of trust in order to complete a purchase. Especially true these days because there has been so much fraud online that surfers are becoming far more cautious when it comes to parting with their money.

Of course, it's not a lot to Amazon. You must ensure you place affiliate ads in the

appropriate place to achieve the click through rate you need for them to land on Amazon's site. Your blog or website needs to have relevant and interesting content that your visitor wants to read, and therefore they remain on your site and are far more likely to click on the links you provide.

The product you are selling needs to match the content you are providing. In other words you need to stay in the same niche. You can include text links within your content if they are relevant. It's a good idea to actually take the time to tell your visitors why you think this product is worth their money. Build confidence in what you have to say and what you have to offer. Along with this will come trust in your credibility because you're honest with your visitors. This will add to an increase click through rate and a better income stream for your affiliate marketing.

Affiliate marketing offers an exciting future for those who want to invest the time and energy to be successful. Think about it - having an ongoing income stream allows you the flexibility to create the lifestyle you've always wanted. So what are you waiting for?

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## **Successfully Incorporate Affiliate Marketing on Your Blog**

When it comes to incorporating affiliate marketing on your blog there are many opinions about the right way to do this. Some say you should incorporate more ads in the sidebar others say there should be more text links and product reviews, and still others say that it simply doesn't make sense and you can't earn an income through affiliate marketing on your blog.

The truth is there are many ways to incorporate affiliate marketing into your blog successfully, and yes, you can make money by joining affiliate marketing and displaying it on your blog. Let's look at two ways you can successfully incorporate

affiliate marketing on your blog.

#1 Affiliate marketing is all about first impressions - the tone for your visitors is set by their first impression. In fact, their first impression sets experience they will have on your entire blog in any transaction that might occur now or at another time. If the first impression you get of a blog is that ads are splattered everywhere what do you do?

Most people leave. If the first impression you get is that the site is packed with information, easy to navigate, and has something of value to offer you, chances are you stay and explore the blog further. Your blog needs to build trust with your web traffic before they are going to take the chance and purchase something from your site. Your blog also needs to be of interest, and they need to feel like they're something of value there for them. Only then will they consider making a purchase from your blog.

#2 Promote only products that you have actually used - the way to earn an income from affiliate programs is to offer products that you have actually used yourself. If you haven't tried a product, how can you recommend it to visitors to your blog. What if you recommend something and the product is horrible? Who do you think the buyer is going to be mad at? They are going to remember purchasing that product for your blog, so it is your reputation that is on the line. Therefore, it is critical that you try every product before you decide to market it on your blog.

Implementing these two simple suggestions can help you to increase your affiliate marketing revenue on your blog, and create that income stream for your future.

### **3 Affiliate Marketing Myths Debunked**

When it comes to affiliate marketing there's an awful lot of myths floating around out there. Let's look at three main affiliate marketing myths that need to be debunked.

Affiliate Marketing Is a Thing of The Past Because of Google's changing algorithms for SEO, i link building is outdated which means affiliate marketing is a thing of the past.

Even when link building not being as useful as it once was, there are tons of ways that you can use as SEO to create your brand and strengthen it.

Sure you could come across a few little problems with Google if you aren't managing your program but overall the entire idea of affiliate marketing still excrete sense to your website your customers and to Google. After all it provides another source for relevant related information for consumers.

Managing Affiliate Systems Is Quick and Easy

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Contrary to what you might've been told affiliate marketing isn't a get rich overnight platform. Then again what is? Affiliate marketing requires you to invest your time and energy. It takes a lot of work and the competition is fairly stiff in most areas, so don't expect to make money right away.

Too many entrepreneurs think that all you have to do is set up your website, pick an affiliate, and it will start to make money almost on its own. That's simply not true. According to Three Ladders Marketing less than 1 percent of all affiliate marketers that were surveyed have been doing this since 2013. Affiliate marketing takes time and effort and patience to build, but once done the groundwork is laid, and you can begin to reap the benefits of an income stream now and into the future.

You Need a Lucrative Niche For Philip Marketing To Be Successful There are far too many companies that don't even bother giving affiliate marketing a try, because they believe their market is just too small. Other companies will attempt to break into bigger niches even when they have no interest in that niche. Yes, it's true, the more popular niche is do better when it comes to affiliate marketing; however, that doesn't mean you can't enjoy success. Stay true to your company's goals and mission

statement, find affiliates who understand the importance of your market, and make sure you are comfortable with the affiliate you are considering.

It's time to forget about these affiliate marketing myths that plague the Internet and start to discover the truths about making money with affiliate marketing and creating a long-term income stream.

## **How to Avoid Affiliate Marketing Scams**

Often newbies ask whether or not affiliate marketing is a scam. This is especially true when they see a two-tiered program, which means the affiliate is able to earn off the affiliate that brings them into the program. This is often associated with pyramid schemes. So how do you know when an affiliate marketing offer is a scam? There are few things that can help you identify a scam from a legitimate affiliate marketing offer.

### **#1 There Are No Fees Associated With Affiliate Programs**

It costs you nothing to join an affiliate marketing program the only way you're ever going to make any money is if you make a sale. Even with the two tiered programs, you only make money off the affiliate that is under you if they make a sale and earn a commission. There are no membership fees when an affiliate program is legitimate. You will often come across an offer claiming to be an affiliate program, but they are charging a set up fee or they are offering to sell you a site to market with. These are a good idea to walk away from, because being an affiliate should be absolutely free.

### **#2 Offering You Big Income Overnight and With No Work**

People have dreams in one of those dreams is to make tons of money so that they can live the lifestyle they dream about. This is also why so many people fall for the promise that they will become rich overnight with little to no work. These people get scammed into buying tools, information products, e-books etc. that will show them how to make a million without ever doing

an honest day's work. That's the equivalent of telling you that you could lose 100 pounds in two weeks with the latest miracle diet. This would set off all kinds of warning bells for you, yet when these same tactics are used relating to affiliate marketing, people buying in daily wanting to believe there's some magic bullet to quick sales and getting rich fast.

If you come across promotions that sound too good to be true then it is more than likely that is exactly the case and rather than parting with your hard-earned money, turnaround and go the other way.

#### Red Flags to Watch For

\* Promises of large amounts of money without hard work. \* Pictures of insane homes luxury cars and crazy lifestyles. \* Pictures of ridiculous size checks \* You are told it's a full proof system.

#### The Truth About Affiliate Income

With hard work and time you can earn a significant income through affiliate marketing. You can also build yourself a long-term income stream that will provide income to you not just now but far into the future. The best way to avoid scams, is to not get overly excited when you see all this hype and to use your logical brain to decide what appears truthful in what seems too farfetched to be true.

Anyone can make a successful career out of affiliate marketing. You can find amazing success with the right affiliate program. You just need to have realistic expectations and achievable goals and you won't be disappointed.

## 5 Steps to Start Your Affiliate Marketing Business

There are many who are taking advantage of affiliate programs to increase their sales online. When you sign up for an affiliate program, you are given a link that has your unique identifier. This affiliate link is what you will need to use in your marketing of the affiliate's product, in order for you to be paid your commission, when a sale occurs. Getting involved with an affiliate program is a great way to generate some additional income and build a long-term income stream.

Step 1 – Do your research. There are plenty of different affiliate programs online and you want to find one that fits with your brand, has a good conversion rate and a decent commission. Experts agree that a five percent conversion rate is reasonable. Translated, this means for every 100 people that your link sends to the merchant's site, 5 people will buy.

Step 2 – Once you have decided on the affiliate program that is right for you, you need to join the affiliate program. In some cases you will need to wait to be accepted.

Step 3 – Now it is time to begin to promote the affiliate program on your site or blog. Many merchants will have tutorials and plenty of information on how to get the most out of your links.

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Step 4 – Make sure that your site's content is relevant and valuable to your visitors. If you create a sales page that offers nothing more than a promotion for the affiliate product, you will be sadly disappointed.

Step 5 – Drive targeted traffic to your site or blog. If you want to earn commission

from your affiliate, you need to drive traffic to your site, and that traffic needs to be targeted. The more traffic that your website gets the greater the likelihood that you are going to generate sales. There are a number of ways that you can target traffic to your site.

**Article Marketing:** Write an article on a topic that is related to your affiliate product and then include a link to your site in the article's resource box. Submit the article to credible article directories.

**Pay-per-click (PPC) Advertising:** PPC advertising programs can generate a lot of traffic. The two most effective and popular PPC advertising programs are Yahoo Search Marketing and Google Adwords.

**Post Messages to a Forum:** You can post messages on related community forums and then place a link to your site in the signature line of the message. **Post videos:** Create videos that are related to your product. This is the quickest and most effective way to create trust with your visitors. You can then provide a link under the video to the product of your affiliate.

## **Mistakes New Affiliate Marketers Need To Avoid**

There are thousands of excellent products associated with affiliate program, but that doesn't mean you should sign up for all of them. Signing up for a handful, five maximum, is a good starting point. When you first decide to make affiliate marketing part of your income it's easy to be too zealous and grab too many affiliates. It is much better to start small set up your funnel for these products first and then add more as you get better at understanding how affiliate marketing works. This is a much better way to create success in taking on too many products and not being able to market any of them properly. Having too many affiliate programs on your plate overwhelm you and you'll give up before you start.

**Don't Waste Your Time With Low Converting Products**

there are millions of products that have an affiliate program associated with. Just because there is an affiliate program for product doesn't mean you should be the one promoting it. Conversion rates are very important in choosing which products to promote, because if you promote products that have a low conversion rate you aren't going to make a lot of money.

Seek out products that match your niche, that you have tried and liked, and that pay a decent commission along with having a good conversion rate. These are the types of products you want to focus on. In the beginning you need to spend time going through the many affiliate programs that might match your needs and doing the research to determine which are the right choice for your website or blog. Don't be too hasty, because the time you spend now will be rewarded with a better income stream in the future.

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## **Have Realistic Expectations**

yes you read about it there are tons of people that are making impressive income every year thanks to affiliate marketing. However, what most new affiliate marketers don't realize is that in the beginning it's going to take your time plenty of effort delivers steep learning curve and you'll need to build expertise-only after you master the art of affiliate marketing will you be able to enjoy the level of income that these other people are enjoying. They didn't just wake up one morning and decide to be an affiliate marketer and make \$1 million the next day. The successful ones worked hard learned hard and became who they are today.

Places to Put Your Affiliate Links

It's a good idea to use multiple strategies when you are building your affiliate income. Don't place your affiliate links all in the same place. By mixing it up a bit and getting creative, you are going to have a better chance of boosting your affiliate income. Let's look at two important places to put your affiliate links that will ensure you the most success:

### An Extension Page

An extension page resembles a resource page; however, you will do a little bit more with that so that it feels connected and related to your brand.

For example, on my website I sell books on manifesting, and to go with that I have created a page with meditations that my clients can use, and I also provide a number of practices that visitors can try. It is here that I create a call to action where visitors can click on a link that will take them to the affiliate's page.

It's important to make this process very smooth and create cohesiveness between visiting one site, and buying on another in order for the visitor to complete the purchase.

Consider what you can add to your extension page that will provide your visitor with that extra value. What you want is your visitor to think of this page is somewhere they want to visit to find information they need. When they do this you now have an opportunity to sell them something. When your affiliate links are correctly placed and you provide adequate information that entices them and interest them they are much more likely to click that link and you then will earn a commission.

### A Resource Page

Your resource page can be your top earning affiliate page when done correctly. A resource page is simply a page that lists resources that you recommend, and each resource will have a brief description attached to it. In that list is going to be your link

to your affiliate marketing program. At is here that there is a high likelihood that your visitor will click that link, and buy the product your affiliate has to offer. This is a win-win for everyone. You make a commission, your visitor gets a product they want, and your affiliate sells their product. A resource page is easy to create and one of the most valuable tools you'll ever place on your blog or website.

Using these two simple strategies will help to increase your income stream from affiliate marketing.