

How Affiliate Marketing Began

Affiliate marketing first came into existence when the world experienced the introduction of the World Wide Web, the internet as we know it today. As business owners began to use the web they saw the potential it had for reaching a larger market.

The first person to take advantage of this was William J. Tobin. He was the owner of PC Flowers & Gifts. He launched his company in 1989 and started to think about how paying another company could help him earn more money. This was the birth of affiliate marketing.

William J. Tobin hired the Prodigy Network, which at that time was a company owned by IBM. They partnered together in 1989 and Tobin saw his income increase substantially. In 1996 Mr. Tobin decided to apply for the patent for affiliate marketing.

Today one of the most well known affiliate companies is Amazon dot com. They actually began their affiliate program back in 1996 and unveiled their associates program.

Their program works by associates linking to Amazon from their own websites and by connecting customers to them. The more purchases a customer makes the higher the paycheck is for the associate.

Amazon now offers their associates, or affiliates, tools and resources to help them increase their sales. Other affiliate programs now do the same, they help their affiliates by providing them with useful tools to help them earn more income. These tools can be tracking tools, promotional pages, articles, images and more. The owners of these affiliate programs recognize how important affiliates are to them.

Other affiliate programs have sprung up in recent years. These include ClickBank, LinkShare, ShareASale, AdSense. Even large retailers have gotten in on the affiliate game, Wal-mart and Toys R Us are just two examples of retailers who run affiliate programs.

The trend for affiliate marketing is on the rise. This is mainly due to the increase of ecommerce stores springing up across the web. All business

owners want more income and what better way than to put an affiliate program in place.

In 2006 Marketing Sherpa performed research which discovered that affiliates around the world made \$6.5 Billion in commissions and rewards. This came from many different sources and business sectors. Some of the most highly rewarded sectors included the finance arena, gaming and gambling, education, publishing houses and lead generation.

This indicates that becoming an affiliate marketer is a going to be a good business model to follow. Just ensure that you set your business up correctly and treat it as a business and not as a hobby.