

The
**Affiliate
Marketing**
Primer



INTRODUCTORY GUIDE

**Take Your Online Marketing
Business To the Next Level
with Affiliate Marketing**

The Affiliate Marketing Primer: Making Sense of Affiliate Marketing will help you overcome the fears you have of a technological nightmare and take your online business to the next level by explaining affiliate marketing in a way that you can understand and incorporate immediately.

Affiliate marketing has come a long way since it was first introduced by CD Now in 1994. You no longer have to guess or throw the dice to choose an affiliate program that's going to produce revenue and popularize your websites and blogs.

The huge successes of Amazon.com has put affiliate marketing on the online map by providing a successful method of making commissions on products and services that you endorse and advertise.

The Affiliate Marketing Primer can help you whether you're a seasoned Internet marketer who has lightly delved into affiliate marketing or a green beginner who doesn't know a thing about affiliate marketing or where to begin.

By the conclusion of this guide, you'll know enough to begin your affiliate marketing strategy. This will include how to choose your affiliates based on certain considerations needed to be sure you're targeting the appropriate traffic to your blog or website.

You'll learn the bare basics of affiliate marketing, plus some extra ideas to help you get started in the right way rather than floundering on the sidelines. It's not difficult to make your way into the affiliate marketing arena if you know what you're doing. The Affiliate Marketing Primer: Making Sense of Affiliate Marketing includes the following advice, tips and ideas to help you succeed:

- **The basics of affiliate marketing.** You can't go very far in any new business strategy unless you know the basics. The Affiliate Marketing Primer will provide the knowledge and tools you need to create an online presence.

To take full advantage of everything that affiliate marketing has to offer you must know how to select the ads and promotions that you want to promote and to bring into to your site or blog. This is an important part of your affiliate marketing strategy because it can either boost your credibility or hurt it.

The Affiliate Marketing Primer provides a simple explanation of how affiliate marketing works – through an agreement with you and another website owner. There are several methods you can choose, but you need to know what each offers before you can make an educated decision.

There are many affiliate marketing programs available including the most popular and a few variations of the methods. You'll get a bird's eye view of each and you can then do your own research to find out more.

- **What it takes to become an affiliate marketer.** The Affiliate Marketing Primer will discuss paths you can take if affiliate marketing sounds like something you want to pursue. It's always better to be armed with a map of paths before you start down one you know nothing about.

You can't make affiliate marketing really work for you if you just decide to post some ads for an affiliate and hope the commissions start rolling in. First, you need to know what the most successful routes are and also keep an eye on the future and what it holds.

You'll need to know your audience, inside and out, take steps to learn affiliate marketing from experts, promote what you love and have a strategy in place about how to attract customers to your sites and those of your affiliates.

Selecting the ads is an important part of the affiliate marketing program, and you need to select brands that blend in with your own interests and the direction you want to take your business.

- **Learn the language of affiliate marketing.** The Affiliate Marketing Primer provides a guide that you'll probably want to keep beside your computer to refer to when a term or word associate with affiliate marketing stumps you – and there are many.

If you've already been in affiliate marketing for awhile, you may know what CPA (Cost Per Action) and CPC (Cost Per Click) means, but you may not yet have run into the terms such as "Above the Fold" and "Indie Program." Beginners will find the guide a great help when you begin to set up your affiliate marketing program.

When you know the terms and nuances associated with affiliate marketing you won't as likely be put off or intimidated by learning the business. It's just one more way that you can cut the time in which your affiliate marketing strategy becomes a successful one.

- **You'll have a checklist of affiliate marketing tasks.** Perhaps the most helpful and important section of The Affiliate Marketing Primer provides you with a checklist of tasks that can keep you from becoming overwhelmed at the sometimes complicated steps you must take to become an affiliate marketer.

If you already have a following on your website or blog, you're likely anxious about taking your business to the next level that includes affiliate marketing. You don't want to ruin your reputation or destroy the business you've worked so hard to create.

Affiliate marketing isn't a get-rich-quick method of online marketing, but you'll be able to speed the process along by knowing how to select a niche, how to find an offer you'd like to promote on your site and more.

You'll also want to know more about how to target traffic to your site to get those clicks and conversions. In The Affiliate Marketing Primer you'll learn some of the tricks of the trade such as the best places to post affiliate marketing links.

Finding an offer you want to promote is a bit more complicated because it needs to be based on the niche you've chosen. You'll have a quick guide to some of the best affiliate programs for beginners. They're easy to work with and learn at first. Later, you can change, but you want to at first choose one that's easy to learn and use.

- **Learn how to monetize your blog.** Many online businesses have taken their methods to the next level by adding a blog. If you already have a successful blog, you'll definitely want to know how to monetize it by using affiliate marketing as the next step.

When you already have a fan base, it's important that you harness the power that can bring by choosing the appropriate products or services for your affiliate marketing ads. You have a responsibility to your followers to offer them promotions that will benefit them.

You'll be able to set yourself up for affiliate marketing success when you know how to meet the needs of your audience, build trust and always try to be up-to-date in your blogs and content.

The Affiliate Marketing Primer will offer some advice on incentives you can use to draw people to your site or blog and how to maximize the chances that visits will turn into conversions.

- **The future looks bright for affiliate marketing.** If the past is any indicator of the future, affiliate marketing will be making even further positive impacts into the businesses of online marketers.

If you're hesitating about taking the steps necessary to foray into affiliate marketing, you need to read the information contained in The Affiliate Marketing Primer about what the future holds and give you a peek into the crystal ball of online businesses.

So many things are taking place both behind the scenes and up front in the news that will have a direct impact on how online marketers do business – and, in particular in the future of affiliate marketing.

The global reach that affiliate marketing affords is just getting started. With the addition of digital marketing channels and popular retailers who will be expanding into the mobile commerce market, you need to take a close look at affiliate marketing before the technology leaves you behind.

Learn all you can now and take your online business into a bright future with addition of affiliate marketing in your business strategies.

New information about affiliate marketing is an almost daily occurrence. Whether you've been using affiliate marketing in your online strategy for awhile or are a beginning affiliate marketer, you'll need to develop a new look at this method of taking your business into other stratospheres.

Don't let this popular method of driving traffic to your sites and blogs pass you by because you think it's too complicated or you're afraid to try new things. The Affiliate Marketing Primer will calm your fears and give you the basic facts about what you need to know if you're thinking about adding affiliate marketing to your business building steps.

Affiliate marketing isn't daunting when you break it down into knowledge you can understand without being a "techie." While breaking into affiliate marketing does require time and patience, the knowledge is there to help you succeed.

The Affiliate Marketing Primer: Making Sense of Affiliate Marketing gives you an in-depth guide about what is at your fingertips today that you can use to increase your revenue and make an online name for yourself.