

The
**Affiliate
Marketing**
Primer



Making Affiliate Marketing Work For You

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INTRODUCTION	4
PART 1: THE BASICS OF AFFILIATE MARKETING	6
HOW AFFILIATE MARKETING WORKS – SIMPLIFIED	7
BECOMING AN AFFILIATE	8
HOW TO MAKE AFFILIATE MARKETING WORK FOR YOU	9
PART 2: LEARNING THE LINGO OF AFFILIATE MARKETING	12
PART 3: A BEGINNER'S CHECKLIST OF AFFILIATE MARKETING TASKS	15
MONETIZING YOUR BLOG WITH AFFILIATE MARKETING	20
SETTING YOURSELF UP FOR AFFILIATE MARKETING SUCCESS	21
PART 4: THE FUTURE OF AFFILIATE MARKETING	23
PART 5: FINAL THOUGHTS ABOUT AFFILIATE MARKETING	25

Introduction

The Affiliate Marketing Primer: Making Sense of Affiliate Marketing will provide you with an overall view of what affiliate marketing is and how to use it in your business's marketing strategies. Affiliate marketing can take your business to new heights, help you reach thousands more people and help you put more \$\$ in the coffers.

Simply put, affiliate marketing is a performance-based marketing strategy. Your affiliates will be like your partners. They'll advertise and promote your product or service and in return will get paid for each sale, subscription or visit that you receive from their promotions.

Payment arrangements for affiliate marketing structuring are usually made through "pay-per-click, pay-per-sale or pay-per-lead." Affiliate marketing has become very popular because it's a way to use others as a source of income and to draw traffic to your sites.

CDNow.com was the first to develop an affiliate marketing program in 1994 when they announced their Buyweb program. CDNow and a few other businesses were dabbling in the affiliate marketing idea, but Amazon was the first big marketplace to pick it up and run with it.

Since 1996 when Amazon.com brought the concept of affiliate marketing to the forefront of online business strategies, it's taken off like a jet and promises an even brighter future.

In February of 2000 Amazon.com took the concept further by announcing a patent on all components that go into the makeup of affiliate marketing. Before that, there were a handful of other online marketers who had developed affiliate programs, including Kbkids.com/BrainPlay.com, EPage, PCFlowers & Gifts.com and AutoWeb.com.

Amazon popularized the idea and now affiliate marketing is fetching \$3 Billion in the U.S.A. (in 2013) and will likely reach \$4.5 Billion by 2016. Today, Amazon's affiliates total over a million associates.

This Affiliate Marketing Primer will cover the basics, the lingo (certain words and phrases you need to know to maneuver in this environment), a beginner's 'check list' of how to begin your affiliate marketing program and what the future holds for these marketing programs.

You'll benefit most from The Affiliate Marketing Primer: Making Sense of Affiliate Marketing if you're new to online marketing, have taken your current online business about as far as you can go, own a blog or a website or create online content.

Part 1: The Basics of Affiliate Marketing

Online businesses can boost their online presence by adding affiliates that can further promote their products or services. It can also be a great way to have a positive impact on your brand. When you use carefully selected ads and promotions, you can also bring other brands to your website and boost your credibility by association.

Affiliate marketing is a way to boost your revenue while reaping all the benefits of reaching a wider audience for your site. When targeted properly, affiliate marketing can also provide a cost-effective means to create more influence and become more competitive online.

If you're new to affiliate marketing and don't know how it works, here's a simple way to think about it: You may have noticed a banner on a recent site you've visited. The banner may have offered a great deal or discount on household items, clothing, trips or other items and services. That banner ad is an example of affiliate marketing.

Someone is using the site you're visiting to promote a deal or special offer they have. If you click on the banner and/or purchase something from that link, the site that displayed the banner will receive a commission from the sale.

Depending on the deal between the site owner and the advertiser who displayed the banner, the site owner may receive a commission on the visit or just on the sale. It's possible to receive a commission on each action you take when transferred to the other site by the banner ad.

The affiliate marketing arrangement between a site owner and an advertiser can be very lucrative and can be instrumental in taking your business to a higher level by selling more products and services. It's a win-win marketing strategy that's inexpensive and far-reaching.

How Affiliate Marketing Works – Simplified

A simple explanation of affiliate marketing is that it's an arrangement between an online marketer's website and an affiliate's (associate) web site where one party pays the other a commission to drive traffic to the site.

The agreement between the merchant and another web site owner are usually arranged in the following ways:

- **Pay-per-sale** – The owner of a website pays an affiliate for sending them a person who purchases an item or service. Amazon.com is a typical example of the pay-per-sale agreement. Amazon.com pays their associates (affiliates) a percentage of a sale when a buyer reaches Amazon through the affiliate's ad.
- **Pay-per-click** – The owner of the website pays an affiliate according to the amount of visitors who click on the link and reach the merchant's website. A sale isn't necessary for the visitor to make a purchase or that he go to other pages on the site.
- **Pay-per-lead** – The merchants pay the affiliates according to the amount of visitors referred to their site. The visitor provides some requested information and the merchant, in turn uses the information as a sales lead or they may sell it to another site as a lead.

There are other types of arrangements, but the ones listed above are the most popular ones for most affiliate marketers. You should also know about a few of the variations of the programs above. They include:

1. **Pay-per-impression** – Also known as “pay-per-view” programs where the companies pay affiliates only according to how many visitors see the banner advertisement. Basically, this is a risky type of advertising because it's more

like traditional advertising where companies pay up front and make a guess at how much business the ads will produce.

2. **Residual affiliate programs** – Affiliates can continue to make money from visitors they send to a site if that visitor makes later purchases from the site. This works especially well for both parties when the online businesses are receiving regular (perhaps monthly) payments from customers.
3. **Multilevel marketing** – These are two-tier affiliate programs that use network marketing to earn commissions from sales and from recruits that sell. So, commissions are received from the merchants' own sites for sales or leads and also from sales of affiliate sites that they send to the merchant's sites.

You can choose to engage in an affiliate marketing arrangement such as listed above or create another method based on what's best for you and the affiliate. Affiliate marketing is a great way to rev your business up a couple of notches and get your name out there.

Becoming an Affiliate

If affiliate marketing sounds like a path you'd like to pursue, you should know the steps it takes to become a successful affiliate marketer. There are two paths you might choose for your venture:

1. **Join an established affiliate organization.** An affiliate network that's already established and has a proven track record.
2. **Apply directly to an advertiser.** Some advertisers have already developed affiliate programs where you can become a member if it's not already closed.

Affiliate networks usually have several perks to offer. They already have established relationships with advertisers and can assist you in choosing the brands that will bring revenue to your website. Also, they'll offer support, on-going development and optimization help for your website.

How to Make Affiliate Marketing Work for You

You can't just post an ad for an affiliate offer on your site, sit back and hope the commissions will come rolling in.

First, you have to make a stab at knowing what the affiliate industry is all about and how best to optimize it for your needs. There are trends that you need to watch to keep up with the various methods (for example, product feed or display ads).

You'll also need to keep up with methods of payment. Some may emerge in the future that can change the way you want to do business – either as an affiliate or with an affiliate. You may want to join an online group, subscribe to publications and find other avenues that will keep you updated on all aspects of affiliate marketing.

After you're well-versed in all of the aspects of affiliate marketing, you'll be ready to try your wings. It might be best to simply join a more established program, choose the advertisers you want and select "automated ad codes."

Automated ad codes can help by letting the affiliate network's administrator access ads placed on your website to update or change them for a more seasonal ad or one that's more up-to-date. It takes some of the time-consuming busy work out of your hands so that's one thing you don't have to worry about it.

Some other things you should take into consideration before becoming an affiliate marketer include the following:

- **Who is your audience?** Who you're targeting is of utmost importance when choosing ads to place on your website or which sites to place your own ads. What are they interested in and how can you make them want to return and purchase a product or service?
- **Promote what you love.** Don't simply place a bevy of ads on your site and expect them to pull in revenue. Take time to research the services and products or niches you'd like to promote and that would enhance your own site.
- **Learn from the experts.** Many of the established affiliate networks that you can sign up with offer support that includes a list of services and access to other affiliate programs. There may also be tools to help you track your performance with affiliate marketing.
- **Become familiar with IT.** Know which tools you can use for your website that will enhance the ads you place on your website. SEO and keywords help to drive traffic to your site and you should know how they work and how you can use them best.
- **Attract customers with content.** Customers won't linger on sites where the content isn't well thought out and informational. That means they won't be clicking on the ads you've placed on your sites either. Be sure to change and update your website's content.
- **Selecting ads.** After you know how you're going to set up your affiliate marketing program, you'll be able to better select the brands that will make visitors click on the ads. Do you think your audience might want to choose from a video, text link, product feed, voucher, banner or some other type of advertising technique?

Affiliate marketing is based on making sales that benefit your audience and those who advertise on your site. After your strategy is created, you'll need to review the performance of the ads on a continuous basis.

If the ads aren't performing well, it's time to figure out why. Are they the wrong types of ads for the audience or are they placed wrong on the page? After awhile you'll be able to recognize those ads that are going to do well and choose accordingly.

Part 2: Learning the Lingo of Affiliate Marketing

Any person who begins a career in a new field is going to have to learn certain aspects that seem foreign at first. It can be an overwhelming experience at first, but knowing some of the words and terms associated with the new venture can help.

In affiliate marketing, the lingo is especially intimidating until you become familiar with it. It's like learning a new language – learning the basics will help and immersing yourself in the language will help even more. After you've engaged in affiliate marketing for awhile and "speak" it to others, you'll be more comfortable.

Here's a guide to some words and terms that you'll hear over and over as you build your business with affiliate marketing and that will eventually become less daunting as time goes on:

- **Above the fold** – A section of the website that a visitor sees on the browser before having to scroll down.
- **Adware** – Adware is sometimes downloaded without the person who downloads the program even knowing it. Most people resent Adware and for that reason most people won't work with an affiliate who promotes through Adware.
- **Affiliate agreement** – An agreement that clearly states the legalities, expectations and rules for both the merchant and the advertiser.
- **Affiliate program** – An agreement between a person (affiliate) and a merchant that encourages referrals to products and services by involving revenue sharing.

- **Cookies** – Used by websites across the net, cookies are used to identify a user that visits a site and track the conversion. For example, a site you visit may add a cookie to your web identification and if you revisit the site and purchase, the activity is tracked and the affiliate will receive the commission even though the purchase was made at a later time.
- **CPA (Cost-Per-Action)** – A platform where the merchant pays for individual actions taken by the visitor after viewing an affiliate’s ad. It might be based on sales or membership signups.
- **CPC (Cost-Per-Click)** – The amount to be paid for an individual click on an advertisement.
- **CPL (Cost-Per-Lead)** – A platform used by merchants to pay affiliates for every qualified lead sent to their sites. This may be determined by complete registration, email addresses or an online survey.
- **CTR (Click-Through-Rate)** – a way of knowing the percentage of visitors to your site who click through from a link contained in an ad from an affiliate’s site.
- **Disclosure** – A disclosure is a notice on your website or blog that makes others aware that you’re being compensated for any recommendations or purchases made on your site. This is a new law by the FCC and is now required if you engage in affiliate marketing.
- **Indie Program (Independent Affiliate Program)** – An affiliate program run by a merchant that uses affiliate software rather than an affiliate network.
- **PPC (Pay-Per-Click)** – A platform in which the merchant pays a commission for each click from an affiliate’s website to theirs.

- **ROA (Return-On-Advertising)** – The amount of money made from a particular advertising campaign.
- **ROI (Return-On-Investment)** – A method of calculation that tells you how much gross profit you made from running a sales or promotion campaign.
- **Squeeze Page** – A web page dedicated to a desired sale or conversion (sign up, etc.). A squeeze page would be blank of all elements except the sales pitch.
- **Two-Tier Program** – An affiliate program where the affiliate earns a percentage of the commissions from sales made from other merchants' websites.

Don't be intimidated by the buzz words contained in the world of affiliate marketing. As you become more familiar with the methods of this marketing method, you'll be more comfortable with the lingo.

Part 3: A Beginner's Checklist of Affiliate Marketing Tasks

When you first begin your foray into affiliate marketing you may be overwhelmed by everything you need to do before it takes off and you're earning money from commissions or reaping the benefits of being able to advertise on other marketers' sites.

Most marketers who choose to try affiliate marketing already have a presence on their blogs or websites and want to increase revenue by taking their businesses to the next level.

As an affiliate marketer, you don't actually have to have a product or service, but if you have a popular site or blog and advertise for others, you can earn commissions on what you help them sell. It's not usually a get-rich quick move, but it is a great way to make some extra money and get the word out about your own sites.

The following guide will give you some pointers on how to begin your affiliate marketing venture. After you have the basics down and the program is set up and running, you'll be able to reap some monetary benefits from your efforts.

1. Select a Niche

What type of products or services do you want to promote. This first step is a very important one because it will help to determine your level of success in affiliate marketing.

When you're known as an expert in a certain niche it's easier to get others to promote your blog or sites and when others match your passion or expertise for a certain niche, it will be profitable for you to promote their products or services.

Be sure to select a niche that will build trust with your audience and followers. Also, select the best products and services available or you'll quickly destroy that trust that you've worked so hard to cultivate.

2. Find an Offer You Want to Promote

You're now ready to find an offer you want to promote based on the niche you chose. If you're a first-time affiliate marketer, you'll like knowing that there are many programs that will be easy to be accepted in and easy to work with.

After you have the experience, you can diversify into other programs that have the potential of being more lucrative. Here are some of the best programs for beginners:

JV Zoo – One of the most popular programs for affiliate marketers, JV Zoo provides you with detailed EPC information and up to the minute conversion data.

Share-a-Sale – Another popular service with marketers, ShareASale is growing fast and at this time offers more than 2,500 merchants, many categories to choose from and an easy-to-manuever site.

Commission Junction – Beginner affiliate marketers will love this site for its usability and its wide range of programs. After you're a member, you'll need to contact each affiliate you're interested in representing, but there's a huge selection and you'll be sure to find one that compliments your website or interests.

Amazon – Another easy-to-use program for beginners. You'll also receive a bonus when you promote an Amazon product and get wonderful brand name exposure. Keep in mind that with Amazon, the tracking cookie is only available for 24 hours, so won't receive commissions on sales after that.

Click Bank – Click Bank is used by marketers mostly for services and e-products such as ebooks and software. But, Click Bank is easy to join and set up so that you can immediately begin promoting.

eBay Partner Network – You'll have lots of possibilities for increasing your revenue when you join EPN because of the vast availability of products. Be sure and research the site. After you've joined the program, you can use various tools such as "Build a Niche Store" that helps you set up your own content.

Google AdSense – Rather than a program, AdSense is a tool that helps you gain revenue from a website or blog. A niche market that offers a high cost per click is best for this promotional site.

The above are only a sampling of the programs you can find that will help you launch your affiliate marketing program. Before you decide on a program, you should research for a program that will meet your online needs.

3. Targeting Traffic to a Blog or Website

If you already have a blog or website and are now ready to build your business by adding affiliate marketing to the mix, you'll need to search for ways to drive targeted traffic to the sites. The more traffic the better. You'll need to successfully create a following that will click on the affiliates you're promoting and purchase from them – creating revenue for you. Visiting other websites and blogs that are similar to yours is a good way to begin to get ideas about the design of your site, the content and what others are doing to become successful.

Here are some ideas about increasing traffic to your blog or website:

Relevant Content – To increase clicks on your affiliate sites, you can write a review, post on your blog or create a video about the product or service.

Pay-Per-Click – Two of the most popular PPC advertising methods are with Yahoo Search Marketing and Google Adwords. These types of programs also sent your ads to other websites.

YouTube – Post a video review about an affiliate product or service on YouTube for an effective way to build a following. Providing a link placed beneath the video is also a good idea.

Forums – There are so many great forums online with links to particular communities. When you post messages on these forums along with a link to the site, you'll be going the extra mile in gaining trust and 'clicks'.

4. Use WordPress Plugins

If you're an Internet marketer, you already know the power of WordPress. There are some great plugins that will help optimize your search engine power and drive traffic to your site – and your affiliates. Here are just a few:

WordPress SEO by Yoast – Yoast's plugin is one of the ultimate plugins for SEO optimization and one of the easiest to use.

Widget Logic -- <http://wordpress.org/extend/plugins/widget-logic> -- Works with your widgets by specifying exactly where that widget appears. You have the control.

Simple URLs – <http://wordpress.org/extend/plugins/simple-urls/> -- A way to track links, this plugin lets you calculate the conversion rate so that you can know how many people purchased a product or service from the affiliate link.

Members – <http://wordpress.org/extend/plugins/members/> -- You can become much more flexible with WordPress by adding this plugin so that you can edit users' positions and also add user positions.

RB Internal Links – <http://wordpress.org/extend/plugins/rb-internal-links/>

-- Can assist you with internal linking by posting the identification internally rather than with the URL. It also ensures that your visitors will reach the page they want to see.

CB Press Marketplace – This is a ClickBank plugin for WordPress that helps affiliate marketers who are having problems getting started. With this plugin, you can add affiliate links to your content using short codes and widgets. Immediately create a ClickBank marketplace with this plugin.

5. Personalize Your Affiliate Marketing Campaign

A successful Internet marketing campaign (one that puts money in your pocket) means that you must know your audience and what they're interested in seeing and purchasing.

You can find out a lot about services and products on other sites by checking out keywords and names in reviews such as those on YouTube, forums and Amazon. This can also let you have some insight into what other people are going for.

Develop interesting content that brings out your personality and brands you as an expert. A blog is a great way to interact with others who may be interested in certain subjects.

Harness the power of social media. Facebook, Google+ and Twitter are perfect places to personalize and get the word out about your affiliate links. You can easily find new people to market to.

Also, use blogs that are similar in interest to your site to gain more of a following. People who are found in certain forums are likely to have the same interests as you and can help boost your following if approached correctly.

Using SEO strategies can also mean the difference in an affiliate marketing venture that struggles and one that successfully promotes products. It takes time to find keywords, but it's time well spent.

Direct emails are also a good way to increase talk about a product or service. Find targeted databases that provide emails for direct content and before sending them, be sure to personalize them.

6. Add Affiliate Links to Your Content

Begin the process of becoming an affiliate marketer by adding your affiliate links to your content and blog posts. Besides adding banner ads and other methods of affiliate advertising to your websites, blogs and website content can boost your revenue and brand your name or product.

Monetizing Your Blog with Affiliate Marketing

Many Internet marketers have very successful blogs, but aren't yet monetizing them – that is, using the power of your blog to create revenue and conversions on your sites. If you're not yet monetizing your blog, but want to begin – affiliate marketing is a great first step.

There are a few things you can do if you're just now trying to monetize your blog that might help hurry things along. They include:

- **Blog About Products or Services that You're Promoting** – The power of blogging is that you already have a fan base that will listen to your recommendations. Along with that comes a huge responsibility to your followers that you only promote products that you believe in and that you think will benefit your readers.
- **Use an Affiliate Aggregator** – If you have several blog topics you may want to choose an automated service that provides access to thousands of affiliate programs and will also monetize the links on the sites for you.

For example, if a blogger writes about a great juicer they found at Bed, Bath and Beyond, the service will automatically sign you up to the outlet without you having to sign up. The aggregate will also insert links if you mention a store or product on your blog.

- **Link Affiliates to Your Site** – Don't overdo the links in your blog pages, but carefully space them. You can also link the money pages from other areas such as a sidebar or footer. This will provide more visibility as well as readability for the visitors.
- **Choose Affiliate Programs That Are Relevant to Your Blog** – Carefully select those affiliate programs that will provide advertisements that fit your blog. You don't want ads for computers if you're writing about horses. Remember that the more relevant the ad is to your blog, the better your chances of visitors clicking on the ad for a conversion.

Setting Yourself Up for Affiliate Marketing Success

You need to know certain rules and etiquette of affiliate marketing in order to set yourself up for ultimate success by gaining revenue for your efforts. Since affiliates are paid only when an action occurs, keep in mind some of the following rules when setting up your business to include affiliate marketers:

- **Build Trust.** Most online visitors are savvy and know how to recognize an affiliate link and also know that you're going to receive a commission if they purchase something. So, don't promote sleazy products or sites that don't build the customer's faith and trust in you.
- **Be Above-Board in Your Actions.** Always let readers know your affiliates. If your visitors and followers think that you're trying to fool them, they'll deal directly with the vendor.
- **Meet the Needs of Your Audience.** Don't simply post affiliate links and ads when you know nothing about the product or service or that it's not relevant to your own interests.
- **Select Your Promotions Carefully.** Research every product, service and site you may want to deal with on an affiliate level. You may also want to place

the ads in various places or try different graphics or ads.

- **Always Be Relevant and Up-to-Date.** You'll want to keep abreast of improvements in usability and other changes that will help motivate a reader to buy. Never be lazy about learning new trends.
- **Be Patient.** Affiliate programs aren't a get rich quick plan, but you will have opportunities to make some extra income and build your program.
- **Incentives to Beat the Competition.** To beat the highly competitive world of online marketing, you must always get a step ahead of others. You can use many methods (such as the ones listed in this guide) to gain an edge over your competitors including opt-in lists, newsletters, services to members and free software.

It takes time to reap the ultimate success through affiliate marketing. As you take each of the above steps you may find other things you want to try. Experiment and find out what works for you.

Just know that affiliate marketing success doesn't happen overnight, but with time and effort to learn about new methods of driving visitors to your site and the art of conversions.

Part 4: The Future of Affiliate Marketing

Affiliate marketing seems to be on every online entrepreneur's mind – and it's no wonder, with everything that's happened in the recent past. It's clear that affiliate marketing has made an impact on how marketers make money online and how people interact.

Using social networking to boost affiliate marketing sales has also changed the way we make money online. The industry shifts and trends give us a good idea about the future of Internet marketing and how it can help online businesses grow and prosper. Here are a few changes you might see when you look into the crystal ball of future affiliate marketing:

- **Addition of Digital Marketing Channels** – Advertisers will be boosting their affiliate marketing efforts with digital marketing channels that provide the ability to email, display and search. This will lead to more valuable information about customers and how and why they maneuver through various channels that lead to conversions.
- **Global Reach Through Affiliate Marketing** – Affiliate marketing programs (especially the “pay-for-performance” method will help to drive global expansion for brands that have done well with their online marketing efforts. They can test their campaigns through affiliates before making a huge investment of time and money in a new region.
- **Retailers Will Strengthen their Mobile Commerce Capabilities** – The following years will likely see a great expansion in the mobile commerce market from retailers with websites and apps. Currently, retailers have missed out on that market because they can't yet accommodate mobile users with speed and easy checkout.

- **Niche Publishers Will Have More of a Presence in Affiliate Marketing Networks** – Content marketing will become more prevalent in digital marketing and can drive traffic that results in conversions. Internet marketers are planning to rev up their content in the future by creating it or budgeting for it.
- **Advertisers Will Use Data to Provide Shoppers With More Positive Shopping Experiences** – Relevant content will be used by advertisers and publishers to attract shoppers. Big brands aren't necessarily the winner here, but will be determined by who makes the best investments in marketing and technology.
- **Affiliate Nexus Tax and The Internet Tax Freedom Act will Be a Hot Topic.** A current proposal to extend the Internet Tax Freedom Act will expire in November of 2014 and the Affiliate Nexus Tax is experiencing protests. As a result, online taxes will be the topic of discussion for the entire year.
- **Consolidation Will Occur in the Industry.** Affiliate marketing has experienced some consolidation in the past, but that doesn't mean it won't experience future growth. Some estimates predict affiliate marketing revenue to reach over four billion dollars by the year 2016.

You'll also likely hear more about cookie tracking, so you need to understand it fully if you plan to become an affiliate marketer. If you focus on improving the customer experience, you'll be way ahead with your affiliate marketing pursuits in the future years.

Part 5: Final Thoughts about Affiliate Marketing

Whether you're new to online marketing, an online marketer looking to forge in to affiliate marketing to boost your business and your income, a blogger, website owner or content creator, you now know more about affiliate marketing than you did before you read this guide.

When you're new to online marketing, you want the best and fastest path to make money and help your business grow. The Affiliate Marketing Primer: Making Sense of Affiliate Marketing has given you many ways to look at affiliate marketing and to adapt it to your own online needs.

Even if you already knew the basic ways that affiliate marketing works, there may be some new information that will help you as you take your business strategy to a new level.

Affiliate marketing may seem daunting to newcomers, but it really isn't when you consider the amazing technology that's at our fingertips today. Where it used to take hours or possibly days to set up complicated codes, you now have plugins and widgets that can do the job for you.

If you already have a successful website or blog, affiliate marketing is the natural 'next step' that you should take to realize your dream of having a successful online business that provides unlimited revenue. It should be much easier for you because you have a built-in audience and have already made a name for yourself.

Developing trust in others should always be your consideration when going into any phase of online marketing – and affiliate marketing is no different. If you've already delved into affiliate marketing and have links or advertisements on your site or blog that aren't relevant to the content you present, it's time to clean it up and be selective from this point forward so that your followers don't lose trust.

You should have already learned that targeting traffic to your blog or website is of utmost importance if you want to make your online marketing business a true success. Using affiliate marketing to increase traffic to your sites is a good way to increase your revenue and to make others aware of your name.

By using an affiliate marketing program to drive traffic and increase revenue, you can write reviews of other products, use the pay-per-click method where you get paid for a particular action.

YouTube and Forums are two other ways you can get the word out about your affiliate products. Provide links on your video messages and post links (along with relevant information) on forums.

Through The Affiliate Marketing Primer, you've also learned about finding offers you'd like to promote based on your chosen niche. There are many from which to choose. JVZoo is one of the most popular online today – and they'll give you detailed, up to date conversion statistics.

Commission Junction is another way to find an offer you'd like to promote and is especially popular with beginning affiliate marketers because it's easy to use and offers a very wide range of programs. After you join the site, you can contact every affiliate you want to represent.

Amazon.com has been around for a long time and brought affiliate marketing to the forefront of the online marketing industry. Amazon has thousands of products so you're sure to find some you like and that are relevant to your blog or site.

WordPress has been a boon to online businesses, and it continues to help with affiliate marketing. For example, you can use the power of WordPress to optimize your search engines so that you get the most bang for your buck and the most traffic to your sites.

Some WordPress plugins that are explained in this Affiliate Marketing Primer are Widget Logic, Members, WordPress SEO by Yoast and RB Internal Links. If you're not using WordPress to its maximum capacity, you will want to when you become an affiliate marketer.

As you can see, the future of affiliate marketing seems incredibly poised for breakthroughs and to keep changing the way we do business online. With digital marketing channels becoming more prevalent, global reach will become possible and affiliate marketing will help you take your business to levels you never thought possible.

Retailers and publishers will gain more of a presence online by utilizing affiliate marketing networks and advertisers will use relevant content to increase their brand name exposure.

The bottom line is that it takes patience and diligence to become a successful affiliate marketer. The Affiliate Marketing Primer: Making Sense of Affiliate Marketing contains all the ingredients you need to make your venture into affiliate marketing a successful one.

There are no shortcuts – as with everything else attempted online, it takes time to build an affiliate marketing niche that you can rely and build upon to provide a big return on the time and effort you're investing.

By utilizing all the tools and advice in The Affiliate Marketing Primer, you'll be well on your way to maximizing the potential of a successful affiliate marketing business.