

And Maybe, Selling Other People's Products with Affiliate Marketing

Affiliate marketing is a type of performance-based marketing where revenue is shared between online merchants and website owners. In its simplest form, a publisher has a website where they promote affiliate products. They get a commission for each sale made.

How to Do Affiliate Marketing

If you want to use affiliate marketing as a publisher, you create a website and build traffic to it. You should also create a list of subscribers and build your relationship with them. You then join an affiliate network and choose someone else's products to promote based on what your readers and subscribers like. The network gives you an affiliate link, and whenever customers click it, you get paid.

Pay Per Action

Affiliate marketing is performance-based. This means that you get paid when a certain action occurs. There are many types of actions and they don't have to be sales. With Pay Per Click (PPC), you get paid each time visitors click on your link. Companies may pay you for each link you publish, each phone call from a prospect, or each person who signs up for their list. In these cases, you're helping the merchant by harvesting prospects for them.

When to Use Affiliate Marketing

Affiliate marketing is great for all kinds of products and services, but it's best used for niche marketing. Instead of casting the net wide, niche marketers focus on a very specific audience. It's easier to build a relationship with a small, laser-targeted niche and they're more likely to buy products and services that are customized to their needs.

Affiliate marketing is not a way to make a huge amount of cash quickly. It usually starts out bringing in a few dollars here and there, and then gets bigger over time. Many successful affiliate marketers manage multiple campaigns at

the same time to maximize their earnings. This can get you a decent passive income but not necessarily a fortune.

The Pros and Cons of Affiliate Marketing

One of the most attractive benefits of affiliate marketing is that you don't have to create the products yourself. You just sell the products of others. Affiliate marketing offers an easy way to monetize a blog or website that already has a following. All you have to do is start writing about products or services that your visitors would like.

Affiliate networks are usually free to join and you can run an affiliate campaign with very little money up front. All you need to pay for are web hosting and any tools you'll use. Networks offer all kinds of support and security, and they often give you other resources to work with. It's as close to 'plug and play' as any online business can be.

The main downside is that affiliate marketing income is usually fairly sporadic, even if you have a site with plenty of traffic. It's not a way to quit your day job. There are also many affiliate marketers who rely on spammy or unethical tactics, so search engines like Google don't particularly always like affiliate sites.

Keys to Affiliate Marketing Success

If you want to do well, offer something original and unique that nobody else is offering and which is helpful to your audience. Fill a gap in the market. Really zero in on your audience and give them exactly what they want. Like most forms of marketing, affiliate marketing is all about long-term relationship building. If you have a hungry crowd that knows you as someone who offers quality, you'll make good sales and a sustainable income.