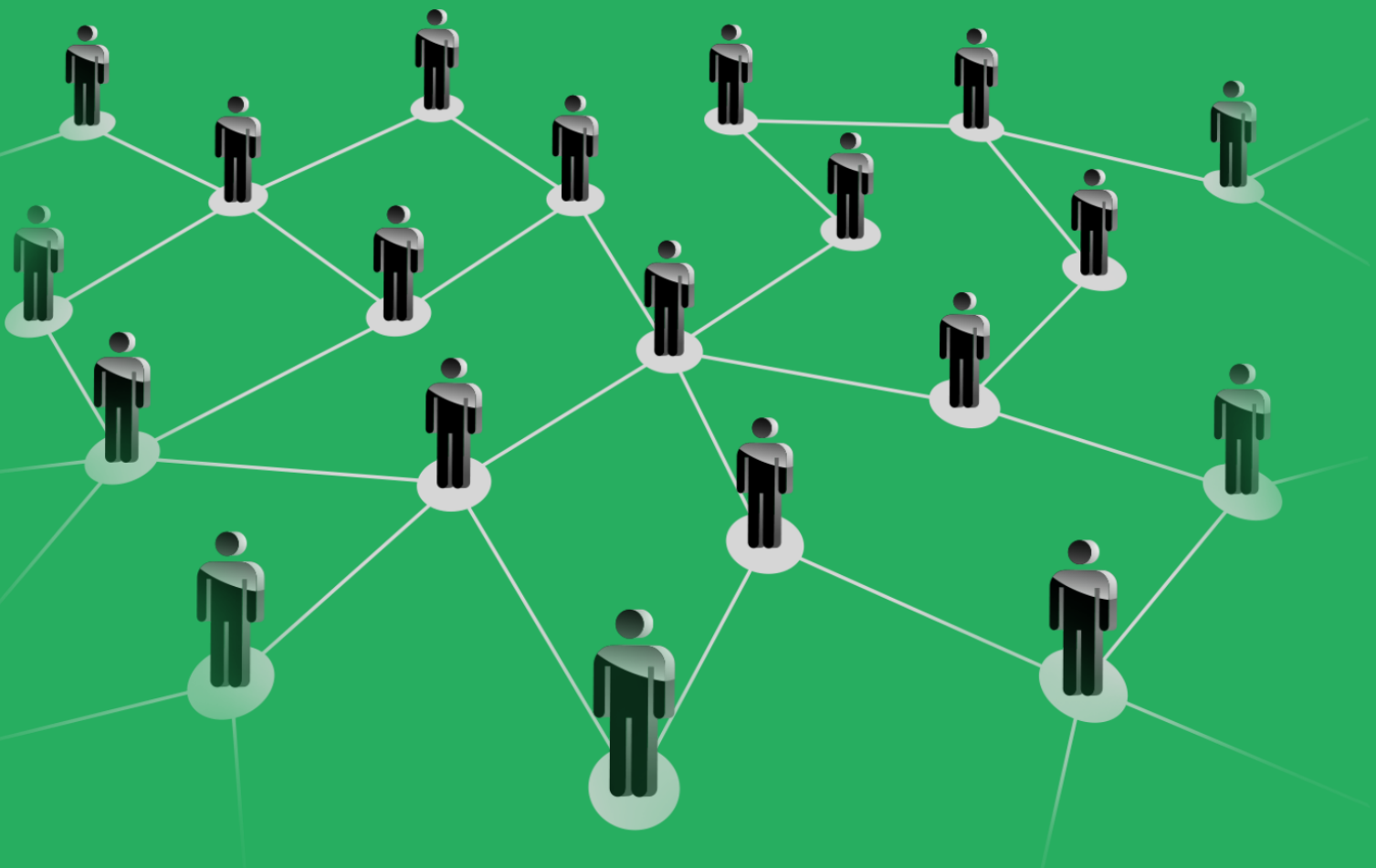




# Affiliate Marketing Made Easy

Special Free Report



Discover How to Make Crazy Money  
with Affiliate Marketing

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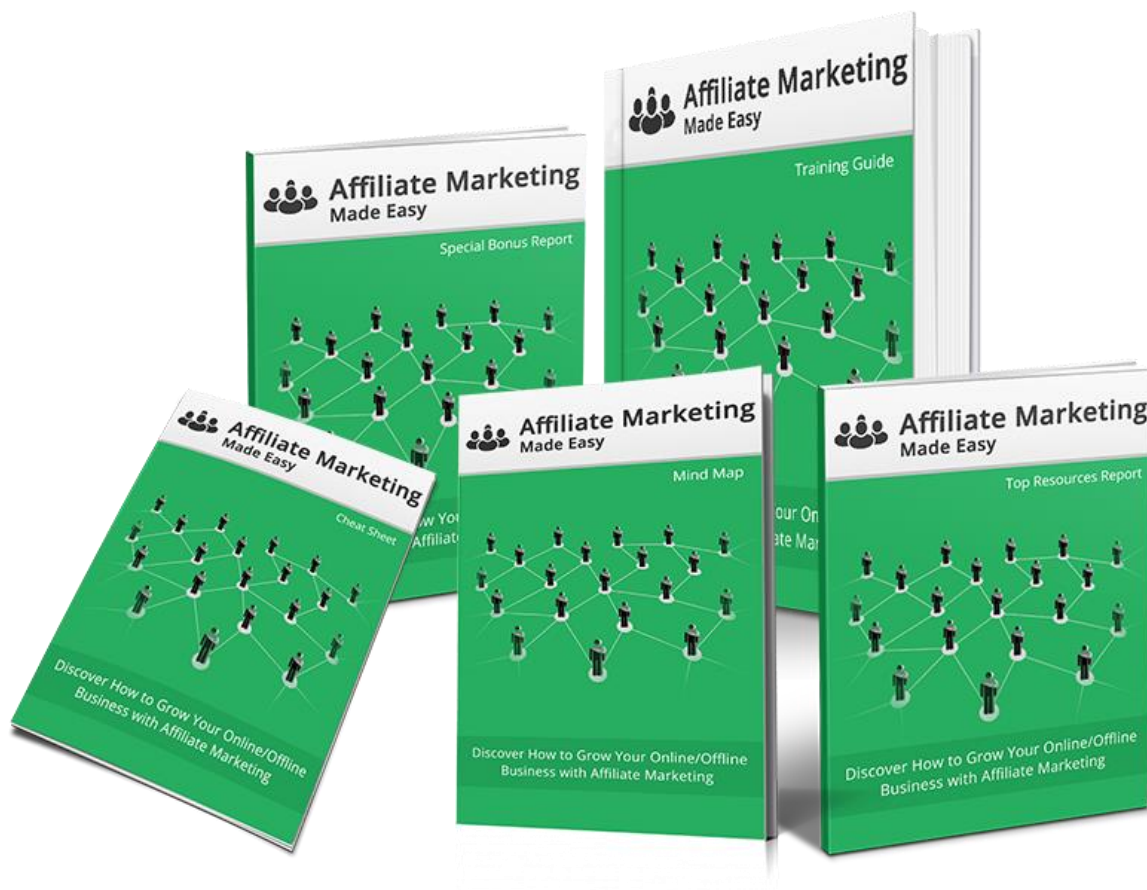
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# Limited Special Offer for You: Affiliate Marketing Made Easy

(Exclusive Training)



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# Introduction

## Introduction

:

Welcome to the latest and most effective **Affiliate Marketing**

Training Report designed to take

you by the hand and walk you through the process of getting the most out of Affiliate Marketing, propelling your offline or online business success. I'm so excited to have you here, and I know this will be very helpful for you.

Over the last twenty years, Affiliate Marketing has grown from the original version, patented by William J. Tobin for his PC Flowers & Gifts site, to the enormous web of merchants and affiliates all over the internet today.

In this training guide, you will learn to generate profit using various types of affiliate marketing, from pay-per-click, to personal blogs, to loyalty programs, all designed to generate business, traffic, and sales for you.

By making the most of partnerships, niche sites, and shopping marketplaces, you can create visibility for your business and find new customers.

In addition, you can generate money by offering the same opportunities to other affiliates as well. Build your email lists, refer and be referred, and track your success using this multi-faceted method of marketing.

To Your Success,

**Your Name**



# I: What is Affiliate Marketing?

Affiliate Marketing consists of a performance-based method of marketing in which businesses and affiliates work together to create profit.

In this marketing method, a business rewards affiliates for every customer or visitor brought in by the affiliate's marketing efforts. In other

words, when an affiliate partners with a business, that affiliate can earn money every time their marketing also brings visitors to the parent business.



**For Businesses:** Affiliate Marketing is an excellent way to generate sales and increase your revenue. It is performance based, which means that affiliates promote your product, and then you reward your affiliates for each click, lead, or sale.

Affiliate marketing is a very powerful and cost effective channel; you only have to pay when a successful transaction happens. Your business will get benefits by acquiring potential customers.

**For Affiliates:** Affiliate marketing allows you to earn money with your website by joining one of many affiliate programs. These businesses offer affiliate programs to generate traffic to their website. Businesses offer high commissions based on the traffic that is generated by your website.



## II: Why Affiliate Marketing?

Let me show you some crazy, eye opening facts which will help you understand why Affiliate Marketing is something that can add unlimited value to your marketing efforts:

93% of advertisers support affiliate marketing as an effective marketing channel. ( <a href="#">source</a> )	
	\$20 billion in sales have being generated from affiliate marketing and lead generation. ( <a href="#">source</a> )
50% of advertisers saw a lack of respectable understanding of affiliate marketing at the level of CEO. ( <a href="#">source</a> )	
	The Affiliate marketing industry alone is an over \$7 billion business only in the UK. ( <a href="#">source</a> )
Companies spend up to \$150,000 a month on commissions. ( <a href="#">source</a> )	
	Over 60% of blogs use affiliate offers in order to get in some revenue from affiliate programs or display advertising. ( <a href="#">source</a> )
85% of affiliate marketers belong to commission junction. ( <a href="#">source</a> )	
	Affiliate Marketing has grown nearly 150% since the year 2000. ( <a href="#">source</a> )
In Affiliate marketing 79% of traffic is generated by SEO. ( <a href="#">source</a> )	



	91% of customers' relationship is maintained via Email. ( <a href="#">source</a> )
40% of Amazon revenue comes from Affiliate Marketing. ( <a href="#">source</a> )	
	23% of the total Online Sales comes from Affiliate Marketing. ( <a href="#">source</a> )
75 out of 100 online retailers have an affiliate program. ( <a href="#">source</a> )	
	48% of U.S. affiliates businesses have PPC (pay per click) accounts which is the most important category for affiliates. ( <a href="#">source</a> )
The Amazon Associates Program is one of the largest and most successful online affiliate programs, with over 900,000 members worldwide. ( <a href="#">source</a> )	

Data like this makes it clear that there is a lot of money to be made with affiliate marketing. And while lots of people might be talking about it, very few can effectively teach you how to productively position your business so that you can make money effectively and consistently with affiliate marketing.





## III: Are Businesses using Affiliate Marketing?

In a word, yes, thousands of businesses are using affiliate marketing, and the number is growing every day. Merchants have discovered what a boost it gives their products and services, and affiliates have discovered how easy it is to make money partnering with these merchants.

The most famous affiliate program is [Amazon's](#) "Associates Program," in which Amazon offers its affiliates the opportunity to earn up to 15% per sale. Amazon is an example of one of many affiliate programs. As you examine their stats you will find that 40% of Amazon's revenue is generated from Affiliate marketing.

[AWeber](#) is using Email marketing affiliate programs. It pays a 30% commission for each AWeber follow-up auto-responder sale indicating that traffic comes from the unique affiliate link.

[Hostgator](#) is a web hosting company that runs affiliate programs to promote its business and increase its revenue. You can earn commissions of up to \$125 per successful referral, which is almost 1/3 price of that product.

[Expedia](#) is the world's leading online travel company. Expedia runs an affiliate network names as Expedia Affiliate Network (EAN) to grow its business worldwide. Expedia pays its affiliates in two ways, and you can earn 5% - 50% commissions on successful sales.



## **IV: Top Affiliate Marketing Networks**

The Affiliate Network is the intermediary between merchants and affiliates.

There are a lots of affiliate networks; some are focused on retail programs, and some are focused on lead generation programs.

Affiliate Marketing is the best way to become your own boss, and choosing the right network is key. You should choose the network which provides you statistical information, tracking, and payment processing. Before becoming an affiliate, do your research and find the best affiliate network for your marketing niche.

Most of the networks require a signup and setup fee ranging from hundreds to thousands of dollars. You have to make sure that the network provides the level of service you require and the tools to help you properly run your campaign.

On the other hand, the merchant handles all the logistic activities such as selling product and services, placing customer order, and shipping. Merchants provide commissions to the affiliate for all the visitors and customers who come via affiliate link to the merchant's website.

All affiliate programs are different in some ways, so you can choose the one that is right for you. Some of the more common networks are here:



Amazon Associates – <https://affiliate-program.amazon.com/>



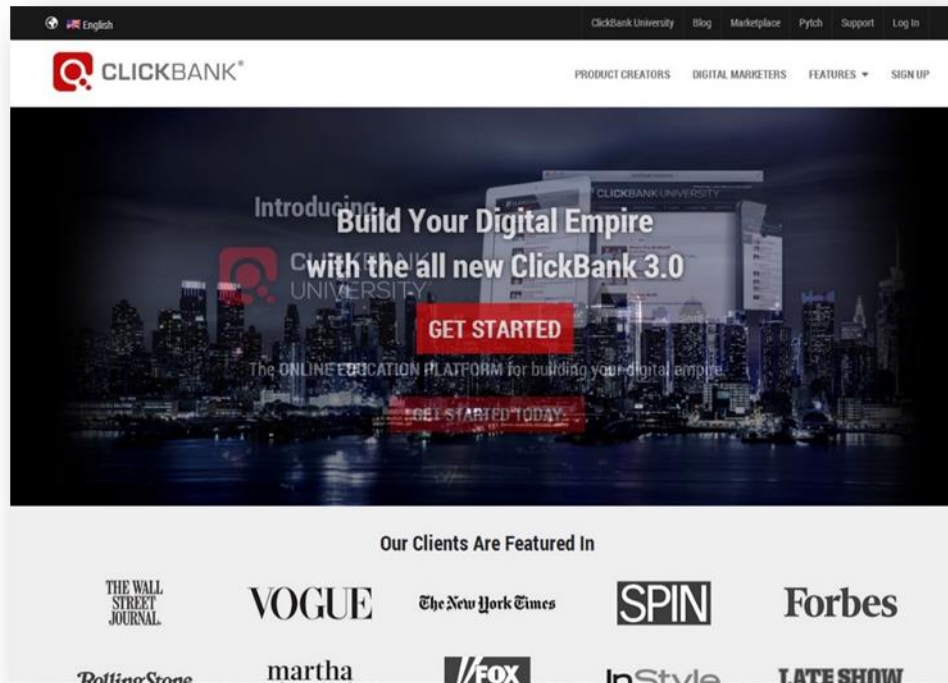
Amazon is one of the most trusted sites for shopping. Amazon Associates is a well-known way to convert visitors into customers. If you are running a blog or website and want to monetize it, the Amazon Associate program is a good way to make money online as an affiliate.

Because Amazon offers more than a million products, you can choose the product that fits your marketing niche and then promote it to your audiences. On your website, you can also add individual products for a customized look.

Amazon provides its affiliates up to 10% advertising fees on purchases. Amazon also provides you with a complete, detailed report of your conversions using report tools. Amazon pays commissions up to 10% on every purchase. Amazon also provides you with a complete and detailed report of your conversions using reporting tools. They also give great and instantaneous support for any problem you may have.



ClickBank – <http://www.clickbank.com/>



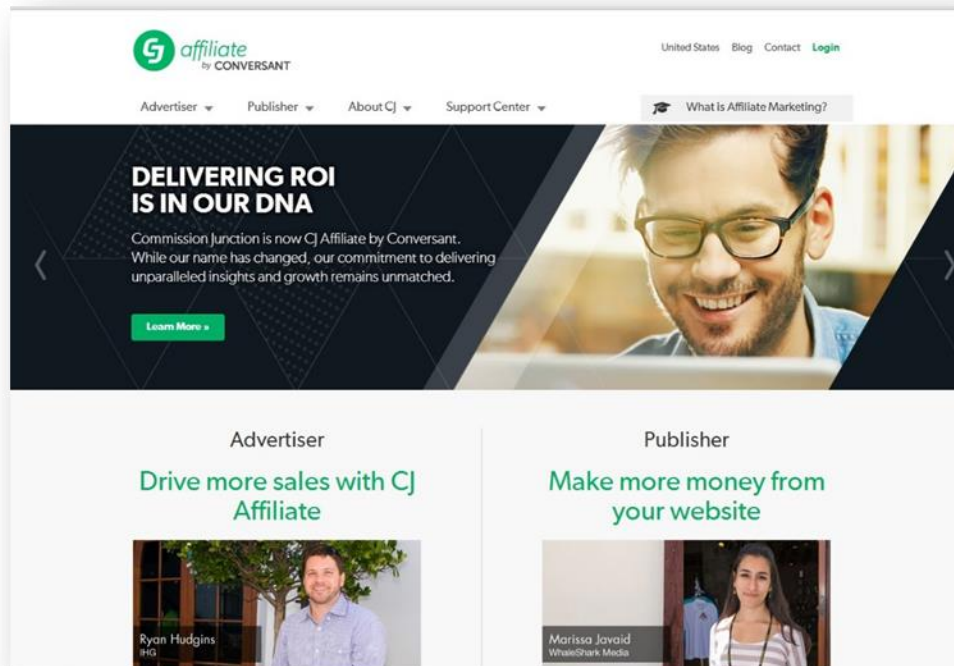
Click Bank is the privately held marketplace for digital products. It is continuously voted as high traffic website, and it builds a connection between affiliates and digital content creators.

This affiliate program allows you to promote the products that are related to your niche. When a customer comes to your website, he or she won't feel like you are promoting another website on your blog or website; they will feel as if you are providing something they need. This helps you to generate leads.

ClickBank provides a Gravity score of each product to specify how many have been product sold by affiliates in last 8 weeks. A Gravity score shows the popularity of a product and how well that product is generating sales.



Commission Junction (CJ) – <http://www.cj.com/>



Affiliates familiar with online business need to know about commission junction. Commission Junction is one of the largest affiliate marketing sites in North America, and it operates worldwide. Owned by ValueClick, it is known for highly professional work.

Commission Junction has a wide variety of products, so you can choose the best niche and apply. If the advertiser approves your application, you will become a publisher, and you can post the advertisement onto your website. When someone clicks or purchases, you will earn a commission.

It provides options to connect products with a variety of links, including text, images, buttons, or banners. In addition, it also offers a pay-per-call affiliate program to help the affiliates to get paid for the every lead generation. It has a centralized and secure affiliate payment system.



# **V: Awesome Ways to do Affiliate Marketing**

Affiliate Marketing: it's the latest buzz phrase online. But what exactly is it, and how can you do it and do it well? Do people really make money? Yes, they do, and once you understand how it works, you can put your knowledge to work and enjoy success.

Let's say you're a big business. You have great products, and the interest in your products is on the rise. You'd like to get your name out there even more, and you'd like even more avenues through which to generate interest in your product and sales of your product. Enter the affiliate.

The affiliate has a website and would like to use it to make money, but he or she doesn't have a great-selling product or service. They'd be great at advertising a product, if they only had one.

In Affiliate Marketing, these two team members work together to help each other earn revenue. The affiliate marketer promotes the product on their website, forum, or blog, and the business rewards the affiliate for leads, actions, or sales generated. It's a mutually beneficial relationship.

Of course, this idea is not new. It was happening even before the internet, and it was introduced by a floral company in 1994. However, over the last few years, a third team member has made it an even more lucrative business: the Affiliate Network. And when you understand how YOU can become a member of this successful trio, you can begin making money from Affiliate Marketing.





Here are ten tips that will help you to achieve success in the Affiliate Marketing world:

### **1. Get an online presence.**

Most affiliate networks require an online presence. This can be a website, a blog, or even a great Facebook page. If the idea of having to create a website seems daunting, take heart.

There are all sorts of easy to use programs and site builders out there, from WordPress, to Web.com, to Wix.com and more. Most will allow you to create a site for free, but for a small fee you can purchase your own domain.

Once you have started your site, blog, or page, you are ready to begin looking for products to promote.

### **2. Consider the Resource Site Model.**

A resource site usually consists of helpful content such as how-to articles or do-it-yourself tips. When you regularly add fresh content, it keeps visitors coming to your site.

Meanwhile, ads promoting your products and mentions of your products that direct visitors to the merchant site, and then they can purchase products. In this model, the affiliate can earn revenue in the form of sales commissions, pay-per-click, or pay-per-action rewards.

### **3. Promote your products with a review site.**

Once you've research and/or tried the products you'll be promoting, write reviews, and be sure to add banners or links to the merchant sites. This model is less labor-intensive, as you will strictly be writing about the product, and a



weekly update or two with a fresh link will keep the search engine rankings positive. Much like the resource site, the affiliate earns commissions and “pay per” rewards.

#### **4. Blog your way to big business.**

Blogging is the easiest way to create an online presence, and it allows for creativity and product-rich writing. If you already have a blog that is relevant to a certain niche, such as photography, travel, childrearing, or fitness, you are already set up to add merchants.

Just find high quality, trending products that are relevant to your niche, and include them in your blogging, along with advertisements and links.

#### **5. Dominate with Downloads.**

The download site is one of the most lucrative ways to make money as an affiliate. In this case, you would partner with software merchants, for example, by offering a free version or trial version for customers to download and try.

Most of the time, if the product is good, these customers will want to purchase the software once the trial is over, or they will want the full version once they get a taste of it from the free version.

#### **6. Catch more flies with honey than with a sledgehammer.**

One of the biggest mistakes that Affiliate Marketers make in the beginning is becoming too focused on the word “marketing.”

An affiliate marketer is not a salesperson; he or she is a guide who gives the potential customer to the salesperson. The merchant sells the product; you just direct the traffic.





Avoid flashing “BUY NOW!!!” messages and high pressure “If you miss this you will lose your will to live” tactics. People are barraged everywhere with these transparent methods, and a smart customer will find them cheesy and annoying rather than attractive.

Instead of threatening your readers with the doom that awaits if they don’t “ACT NOW,” give them helpful information teasers and then direct them to the product that will help them even more. Let them make the decision, and they’ll be more likely to stick around to buy more.

### **7. Use “socially aware” social networking.**

Facebook, Twitter, Pinterest, Instagram, Google+... the list of social networking avenues continues to grow. And as they do, the door is open wider for the affiliate to promote their product. However, you have to be wise and socially aware in order to use these social networks to the best advantage.

Imagine it: Judy is worried about her teenage daughter’s mood swings. Then she finds a great book, *How to Deal with a Problem Teen*. She clicks “like” on Facebook.

Next thing she knows, her mother is calling her with parenting tips, her husband asks if there is something going on, and her teenage daughter is so embarrassed she unfriends Mom.

All because Moms newsfeed says “Judy liked *How to Deal with a Problem Teen*. As people become aware of just how much they may inadvertently be sharing, advertisers have to get savvier.

The modern social networker shares things that are helpful, that reflect what is important to them, and that is entertaining. Instead of just promoting a book



about teen drama, create an article about using Facebook to connect with your teen. That is an article that can be shared without embarrassment, and it can be a springboard to direct the customer to the bookseller's website so that THEY can sell the book.

### 8. Work WordPress to your advantage.

WordPress is one of the easiest to use platforms for sites and blogging. And they have countless themes to choose from, many of which are free. In addition, they have all sorts of plug-ins that can make it easier to create and maintain your site.

One of these great plug-ins can help you as an affiliate: **the WordPress Affiliate Network Plugin**. This plugin is an affiliate management program that is very easy to use.

As an affiliate who is running online ad campaigns for your products and services, you can use the affiliate platform plugin to accurately measure the conversion rate of each campaign to find the most profitable ones. This allows you to eliminate the non-profitable campaigns and save money in the process.

Here are just a few of the things you can do with the Affiliate Network Plugin:

- ✓ Launch your affiliate campaign in a short time.
- ✓ Monitor clicks and conversions of visitors sent by your affiliates.
- ✓ Maintain your brand with your own product Ad Banners, Links and Creatives.
- ✓ Drive more traffic to your landing/sales page from your Affiliate's site.
- ✓ Significantly BOOST revenue with more sales. [Source](#)



**9. You've got mail... and money.** Take advantage of avenues like Autoresponder with Getresponse/AWeber ([www.getresponse.com](http://www.getresponse.com), [www.aweber.com](http://www.aweber.com)) and send emails promoting your niche products or service with links. This works even better if you use paid traffic from a site such as Safe Swap ([www.safe-swaps.com](http://www.safe-swaps.com)).

The key to making this method a success is good writing, an intelligent soft-sell approach, and a subject line that captures interest. It is also a good idea to include a link in several places within the email message.

### **10. Launch a coupon coup.**

Everyone loves to save money on the products they buy. Whether it be a coupon, a promotional discount, or a loyalty reward, people take notice when a product they need has a discount attached.

You can include coupons, promotions, and loyalty discounts within the other affiliate marketing methods, such as websites, blogs, social media, and emails. One of the great perks of this approach is the opportunity to gather information and garner repeat buyers.

If you have them subscribe or sign up for discounts or a loyalty program, then not only do they have an investment in the information they receive, they have also given you and the merchant valuable information as well.

These ten approaches to Affiliate Marketing can help you to succeed and earn more revenue. And if you employ more than one of them, your chances of success skyrocket. Take advantage of all of the avenues that Affiliate Marketing has to offer, and watch your own business grow.



## Conclusion:

Affiliate Marketing is extremely easy to manage, and it can bring outstanding results to your business at the same time. It happens the same way as with every single thing in life: these things are not usually difficult. You just need to know where everything is and how you can properly use it.

We invite you to get the most out of Affiliate Marketing by getting access to the Complete Training [clicking here](#) (Insert your Front End Offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Affiliate Marketing. Affiliate Marketing has come to stay in the market forever.

A lot of money is invested in Affiliate Marketing, and all of it is for both of us. Let's use it and reach our highest business goals.

To Your Success,

**Your Name**



# Resources

## Videos

- <http://www.youtube.com/watch?v=bedxiZtxKo>
- <http://www.youtube.com/watch?v=mfj6lkzCkxs>

## Tools

- <http://www.offervault.com/scoop/2013/02/20/38-affiliate-marketing-tools/>
- <http://retiredstudent.com/useful-affiliate-marketing-tools/>

## Training

- <http://www.usanfranonline.com/programs/certificates/internet-marketing/advanced-specialized-certificates/advanced-affiliate-marketing/>
- <http://www.toptensocialmedia.com/social-media-business/ten-affiliate-marketing-training-programs/>

## Blogs

- <http://adamriemer.me/>
- <http://affiliatetip.com/>

## Forums

- <http://www.abestweb.com/>
- <http://affiliate-marketing-forums.5staraffiliateprograms.com/>

## Programs

- <http://www.yeahmobi.com/?gclid=CNKmjOWRwL4CFW4R7AodnB8Aeg>
- <http://blog.intuit.com/marketing/4-highly-profitable-affiliate-marketing-programs/>

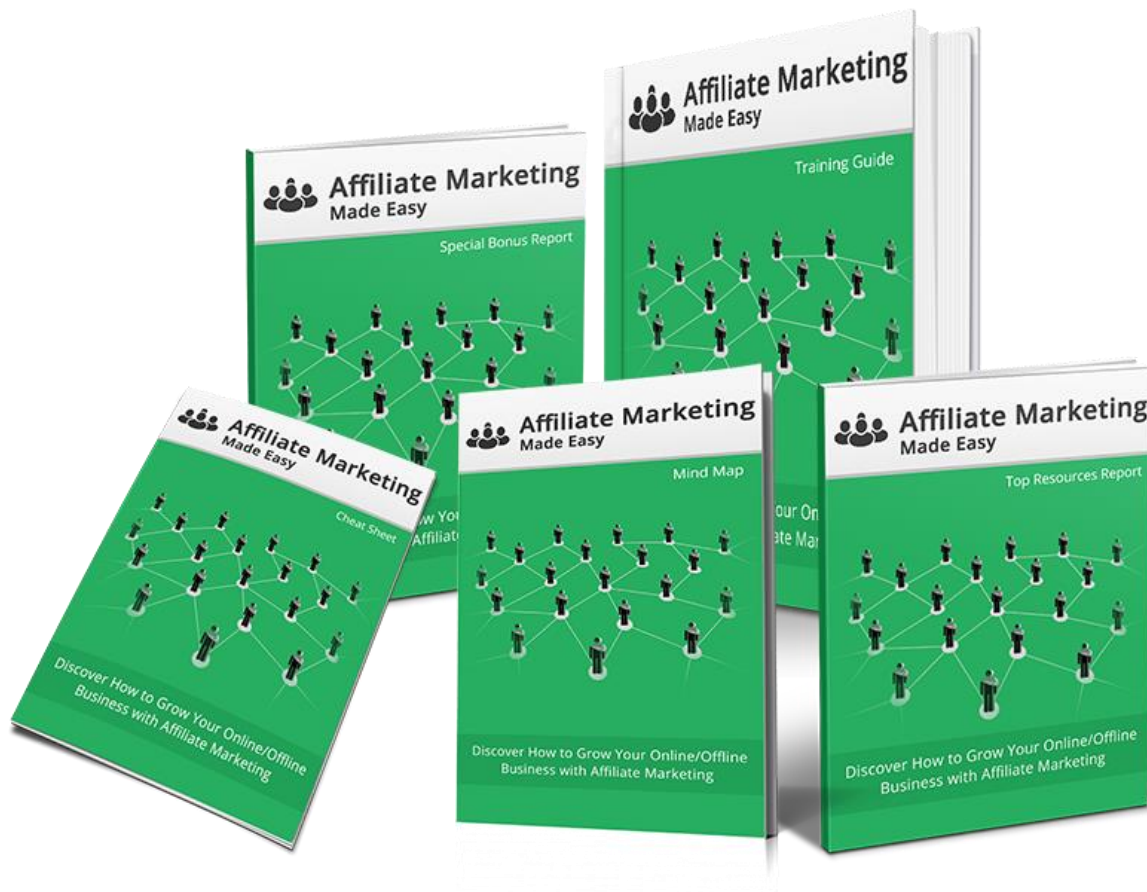
## Demographics

- <http://www.alexacom/siteinfo/www.cj.com>
- <http://www.alexacom/siteinfo/www.affilorama.com>



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