

Video #2

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.

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 the single fastest growing industry on the internet. Businesses are making a huge amount of money from what is called an affiliate program.

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.

Your marketing reach as well as your profits will significantly increase by acquiring potential customers in your contact list.

Affiliate marketing works using four roles:

- ✓ First comes **the merchant**, who is also known as the retailer or major brand.
- ✓ **The network** consists of the offers from which the affiliate chooses, and this is also where payments are made.
- ✓ **The affiliate**, who is also known as the publisher, is the one who does the marketing work.
- ✓ Finally, **the customer** purchases the product or service, and that profit is shared by the merchant and the affiliate.

Affiliates use advertising methods to bring customers to the merchant, and they are rewarded for their efforts. These advertising methods can include:

- Search engine optimization
- Paid search engine marketing
- Email marketing
- Content marketing
- Reviews
- Display advertisements, etc.

Findgift.com is an example of an affiliate website. Findgift.com directs visitors to the sites of major retailers so that they can purchase gifts, such as toys, jewelry, food, and other items.

When the customer clicks on the items and is directed to the merchant, this affiliate is paid. It is good for the merchant because they get more visitors to their site and more customers buying

their products. And it is good for the affiliate because they are rewarded for their advertising efforts.