

Video #3

Why Affiliate Marketing?

There are many reasons, but it all boils down to mutual benefit. Here are just a few reasons why affiliate marketing is a great marketing option:

You control the marketing. In affiliate marketing, you determine the program, from commission rates to advertising decisions. Choose your merchants or affiliates and determine how and when your affiliates get paid.

The initial cost is low. While many other online marketing techniques or advertisements have startup costs that may be inaccessible to businesses without a large amount of money, with affiliate marketing, all you have to do is create your site or ads and purchase an affiliate solution. Or you can do the work to generate partners yourself.

You can generate new profits without new products. As an affiliate, you make money by adding the merchant's offers without having to generate your own new product.

Generate sales without the shopping cart. Let's face it, setting up a shopping cart and creating an integrated marketing program takes work. With affiliate marketing you can offer bonuses and incentives without having to jump through all of the traditional hoops to make a sale.

You can benefit from others' success. As an affiliate, when the merchant succeeds, so do you. You are rewarded for traffic and sales that result in customers for the merchant.

With affiliate marketing, the workload is shared. In affiliate marketing, the merchant usually takes care of the logistics involved in the sale of products or services, the processing of orders and payments, and the shipping of merchandise. The affiliate produces content and/or advertisements and referrals and then collects commission from each agreed upon action.

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
- ✓ \$20 billion in sales have been generated from affiliate marketing and lead generation
- ✓ 50% of advertisers saw a lack of respectable understanding of affiliate marketing at the level of CEO
- ✓ The Affiliate marketing industry alone is an over \$7 billion business just in the UK
- ✓ Companies spend up to \$150,000 a month on commissions
- ✓ Over 60% of blogs use affiliate offers in order to get some revenue from affiliate programs or display advertising.
- ✓ 85% of affiliate marketers belong to commission junction
- ✓ Affiliate Marketing has grown nearly 150% since the year 2000
- ✓ In Affiliate marketing 79% of traffic is generated by SEO
- ✓ 91% of customers' relationship is maintained via Email.
- ✓ 40% of Amazon revenue comes from Affiliate Marketing
- ✓ 23% of the total Online Sales comes from Affiliate Marketing.

- ✓ 75 out of 100 online retailers have an affiliate program.
- ✓ 48% of U.S. affiliate businesses have pay per click accounts which is the most important category for affiliates.
- ✓ The Amazon Associates Program is one of the largest and most successful online affiliate programs, with over 900,000 members worldwide.

Data like this makes it clear 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 really teach how to productively position your business so that you can make money effectively and consistently with affiliate marketing.