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Getting Your Share Of The Sports Betting Industry As An Affiliate Marketer

By Blake Stevenson

Affiliate marketing is an industry unto itself, with people of all statures and financial backing making profits from the business. The joy of the affiliate program is the simplicity with which it works. There are no customer relations to worry about, expensive start up costs or extensive knowledge required. All that is needed is some web space a little initiative and a desire to earn money. With affiliates earning money simply by hosting a few advertisements on their site, the potential for custom is immense. There are no limits or boundaries to the earning potential of an affiliate; therefore all affiliates are masters of their own destinies to a certain extent.

All the major online industries have incorporated an affiliate program in order to develop their product name and encourage new custom. However one of the most successful industries to have benefited from the affiliate program is that of online gaming, or more particularly sports betting. Through the variety of sites dedicated to sports, betting or just general interest, the world of sports betting has been able to immediately capture a huge audience. With the vast majority of the worlds population enjoying the spectacle of sports, the world wide web has embraced this and has in turn created millions of sites dedicated to individual or collective athletes, teams and sports. Many of these have in turn chosen to host advertising, with the most obvious choice being sports betting sites. But even though there are already thousands of sports betting affiliates, the market has by no means come to a grinding halt. Just like the sports betting market that it represents, the affiliate-marketing program is always expanding with new comers able to tap into a huge market and flourish.

Affiliates looking to enter the sports betting market are not only joining one of the largest online industries, but are also looking at one of the most profitable affiliate programs. Sports betting sites routinely offer their affiliates between 20 and 35% of a player's lifetime money generated. This is unlike other industries where only a small up front cash bonus or a percentage of a customer's expenditure for a limited period is given out. If a player you attract bets everyday for 5 years, then for 5 years you, as the affiliate that attracted him or her, will be earning a steady wage. Of course in the world of sports betting things can go up as well as down. The bookmakers lose money each time a player wins. However this is not true of most affiliate programs, these offer a protection to affiliates meaning that they can never have a minus figure for a site based on monthly payouts. Therefore an affiliate can earn just like a bookmaker earns cash, without ever having to worry about having to pay money out.

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Sports Betting Affiliate Programs: Success Breeding Success

By Blake Stevenson

If you have ever tried to make money through sports betting, you will know just how hard it is to make any money. However with online sports betting there are ways in which people can benefit from the multi-billion dollar industry without having to risk a penny. The online surge in sports betting has allowed for numerous subsidiary business enterprises to appear. Businesses that allow even the most standard of Internet users to profit from a booming industry. The most prevalent of these in the sports betting industry is that of affiliate marketing.

Affiliate marketing programs work as a reward system for website owners who choose to host advertisements on their sites. Whether they choose to cover the site in banners, or simply include a few word links is up to them, but the results are the same. Essentially the rewards of the affiliate program work in such a way that even the smallest site can get a piece of the action if they are lucky enough or if they market themselves successfully. Many industries utilise the affiliate marketing schemes, but few of these can match the potential gains that are associated with the sports betting industry.

Because the sports betting industry is so competitive, there is a need for sites to utilise all of the available means to advertise their presence. The more visible they can make themselves the more likely they can attract customers. Just like in any other industry that is run on profits, the customer base is key in creating or maintaining success. It is through the affiliate program that many of these sports betting sites have been able to contact such a vast clientele and maintain their status. By rewarding the affiliates with a percentage of any player that they attracts overall money generated, for the entire lifetime they can create a huge incentive. With percentages ranging from 20 to 35% the potential gains for an affiliate are immense. Therefore affiliates are clambering to get more customers not only for their external sites, but also for themselves. Because in the affiliate industry the more customers that an affiliate can attract, the greater the revenue they can command.

It is through these huge rewards that the intricacies and beauty of the affiliate system are growing. With so many people on the Internet working to create extra customers, the scope with which the sports betting sites can command is astounding. No doubt the affiliate system has aided the growth of the online sports betting industry, making it one of the largest and most successful industries in the world. From the affiliates stand point there have been huge gains, with many earning vast salaries just by hosting advertisements. Through a little bit of effort and initiative affiliates can earn a serious amount of money, which is incentive enough for any online user.

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