

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Making Money with Affiliate Programs - Part I

By Nowshade Kabir

Making Money with Affiliate Programs - Part I by Nowshade Kabir

If you have a website and you are not involved in any of the thousands of affiliate programs available on the Internet, you are losing great opportunities to make some extra income. As in the case of some top affiliate marketers this extra income might even transform into thousands of dollars.

Affiliate program is one of the most effective methods of producing sales second only to direct mail. According to Forrester Research, a marketing research company, in this year 21% of all online sales will be generated from affiliate sites promoting affiliate products.

If you do your homework right, you too can earn handsomely from the correct use of affiliate programs.

What is an affiliate program?

The concept of affiliate program is based on the age-old business practice of referral service. This is quite common in many industries. An attorney, for example, gets a certain percent of commission if he refers a client to another lawyer.

Back in 1996 Amazon.com started the first widespread use of referral service on the Internet. If a client comes to Amazon.com and buy a product using a link provided by Amazon, from a website which signed affiliate partnership agreement, that site receives 10 to 15% commission from the sale. The Amazon Affiliate Program became so successful that it prompted others to follow the suit. Today, affiliate programs became ubiquitous on the Internet making them one of the primary methods of online marketing of products

and services.

Affiliate Program can be defined as Internet marketing system where a company allows and helps third party websites, called affiliates to post link and refer clients in return for a predetermined flat-fee or percentage-based commission.

Benefits of affiliate programs

Affiliate Programs became so popular because as a partnership it's a win-win situation for both the program owner and the affiliates.

Benefits for program owners include:

Increase Sales

The primary reason for most of the companies to adopt an affiliate program is the possibility of boosting sales. In fact, proper implementation of a quality affiliate program is capable of increasing sales dramatically.

Free promotion

A successful affiliate program can easily become the largest traffic generator for the company website. Many websites receive major portion of their visitors from their affiliate links.

To find suitable websites with required content in order to run a banner or link campaign is time consuming and require large resources; affiliate programs in comparison can resolve this issue often with a far smaller investment.

Increase search engine ranking

Search engines, Google in particular, calculate link popularity as one of the main factors in their ranking algorithm. Backward links from affiliate sites certainly help improving this.

Branding

Thanks to its affiliate program Amazon.com banner links can be seen on numerous websites. Popularity of Amazon.com among the newcomers to Internet proves that Amazon.com was successful in creating its online brand name. No doubt, omnipresent visibility of their logo on the affiliate sites definitely had a huge impact on the brand recognition of the Amazon. Offline companies had to spend billions of dollars of advertisement money to get similar results!

How about the affiliates? What are the benefits they get from an affiliate relationship?

No product or service to carry

Online business with your own product or service might be rewarding, but it requires substantial investment from your part. With carefully chosen affiliate programs you can have your online business without the requirement of having your own products.

The investment is low as all you need is a website.

No need to have a merchant account

Since you don't carry your own products or services you do not have to go through the hassle of having a merchant account to cater your clients. Your affiliate program owner will do everything. All you have to do is supply clients through your designated link.

Possibility of residual income

Many programs pay you a commission from the sales made to the customers generated from affiliates, who have signed up as an affiliate following your link. This kind of affiliate system is called 2-tier system.

Visitor tracking system allows affiliate programs to pay you a commission when same visitor from your website makes repeat purchase.

Some affiliate programs that promote monthly or yearly subscription services pay a commission each month as long as customer referred by you stays subscribed.

Complement you website with added products and services

If your site is dedicated to certain products or services, there must be other stuffs that go well together with your own products. It's a good idea to seek out viable affiliate products of these items and promote through your site. Your visitors will love this and this will help building loyalty among your visitors.

Have new contents for your site

many affiliate programs supply you with valuable marketing materials. Some of these materials can be nice addition to your site content bringing further value to your website.

Various Affiliate programs

There are two ways of running an affiliate program:

The company owns and handles the program itself, using certain software.

The company uses third party administered affiliate programs.

The reasons why many companies prefer to hand over management of their affiliate programs include technical aspects, cost factor and human factors.

- Companies do not have to spend money on developing, running and updating the software.
- Proven technology allows companies to concentrate on their job of selling their products and services.
- Many prospective affiliates prefer third party managed programs, because they rightfully ponder, in this case the program owners have less chance to cheat their affiliates.

Find below a list of some leading third party affiliate program administrators:

<http://www.befree.com>

<http://www.linkshare.com>

<http://www.cj.com>

<http://www.clickbank.com>

However, this does not mean that you should avoid company run affiliate programs. On the contrary, some of the most successful and best affiliate programs are run by the owners.

If you find an affiliate program that suits your requirement and you feel that the company is a reputable one, by any means you should give it a try!

Nowshade Kabir is the founder, primary developer and present CEO of Rusbiz.com. A Ph. D. in Information Technology, he has wide experience in Business Consulting, International Trade and Web Marketing. Rusbiz is a Global B2B Emarketplace with solutions to start and run online business. You can contact him at <mailto:nowshaderusbiz.com>, <http://ezine.rusbiz.com>, <http://www.rusbiz.com>

'Take Dead Aim' with Affiliate Programs

By David McKenzie

'Take Dead Aim' with Affiliate Programs by David McKenzie

One of the key success secrets for those that are successful with affiliate programs is to focus. You must take dead aim.

There are many thousands of affiliate programs you can join. Yet to succeed you must ignore 99% of them. You must select a subject area and stick to it.

The days of taking the scattergun approach with affiliate programs are long gone. Once upon a time this was a good method for making money with affiliate programs but now the opportunities in this area are all but gone.

Today, you need to be a sniper and sniff out the best affiliate programs around. You need to take a shotgun approach. Do some affiliate marketing research by reading as many articles on a subject as possible. Pick an area you are good at and know something about.

Then pick 3 affiliate programs in this area to join. That's right, just 3!

This way you will focus. You will force yourself to concentrate on fewer areas and fewer affiliate programs.

If you focus and find your own niche you will stand a much better chance of making decent money with affiliate programs.

You see, one of the biggest problems with affiliate programs is there are just TOO MANY opportunities. The irony is that by ignoring most of the opportunities you will actually do well.

The real key to success is not which affiliate program you chose but the affiliate marketing strategies you choose to implement. With 3 affiliate programs you are able to focus more energy and effort into these products. You may even be considered an expert in this particular area because of your knowledge.

Taking dead aim means becoming a specialist. The internet is a great place to specialize and affiliate programs make it just that much easier. The new breed of affiliate that focuses on particular products or services is succeeding now. They are spending all their time on affiliate marketing because that is what differentiates the successful affiliates from the rest.

Take aim with your affiliate programs. Pick just a few.

Concentrate all of your time into marketing these programs – because you are so knowledgeable about the product or service you are selling, you will automatically drive more targeted prospects to what you are selling.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!