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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.

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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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Sports Betting Affiliate Commissions: Earning Passive Income Online

By Blake Stevenson

When big industries and the common man collide, there is usually only one financial winner. However in the online world of opportunity, there are chances to turn this tide and to even start making money off of the backs of the large industry. Affiliate programs offer Internet users the chance to earn money by hosting advertising for specific companies or industries. However the online sports betting industry have come up with another marketing strategy, which is as unique as it is lucrative. Rather than simply giving away a few dollars for a new customer or a small percentage of a sale, like so many of the other programs, sports betting provides a percentage of each players lifetime revenue generated. So an affiliate can earn money just by attracting one or more players, through links on their sites. It sounds simple, because it is.

There are no strings, no hidden charges and no customers to worry about. The affiliate program is a fully automated and highly successful way for big online sites, including the giants of the sports betting world, to spread their brand and encourage new custom. Because of the success of affiliate marketing, sports betting sites and affiliate programs do not charge or discriminate between people who are and are not able to host an advertising package. The more people that join, the greater their potential sphere of influence can grow, with more influence the betting sites can hopefully encourage more customers. For their part, affiliates are given the carrot of a lucrative percentage of each player that they can persuade to join an external site. The more customers, the more money an affiliate can earn. There are no caps, no limits, just those that an affiliate imposes on themselves.

But for those cynical people, who just can't believe that there must be a catch, there is not. Affiliates are masters of their own destiny, whilst hard work and a little investment can go a long way, they are by no means essential. Others may note that whilst bookmakers may win a high percentage of times, they can't win every time, therefore making it a slightly rocky industry of ups and downs. It is true that bookmakers can lose as well as win, which will no doubt affect the amount of revenue an affiliate makes. However most programs protect the affiliates from this potential downfall, simply by implementing a stop that does not allow an affiliate to earn a negative balance. With payments coming over a period of a fortnight or a month, this gives sports betting affiliate programs the chance to accurately judge the overall success of an affiliates customers. The worst thing that can happen to an affiliate is to receive no money, therefore if an affiliate doesn't make any money the onus is on them to attract more players to increase their revenue sources, which in turn favours the sports betting site. There is no guaranteed pathway to affiliate success, but joining the sports betting program can certainly increase ones chances of earning a substantial wage.

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