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# AFFILIATE MARKETING

A DEFINITIVE GUIDE FOR AFFILIATES

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# WHAT IS AFFILIATE MARKETING?

**Affiliate marketing** is a type of marketing where a company pays/rewards someone for referring sales to their store. It is a low-risk and cost-effective way of advertising for businesses.

In recent years, affiliate marketing has seen a significant rise in adoption. Major companies like Amazon, Walmart, eBay, and AliExpress already run affiliate programs for their stores.



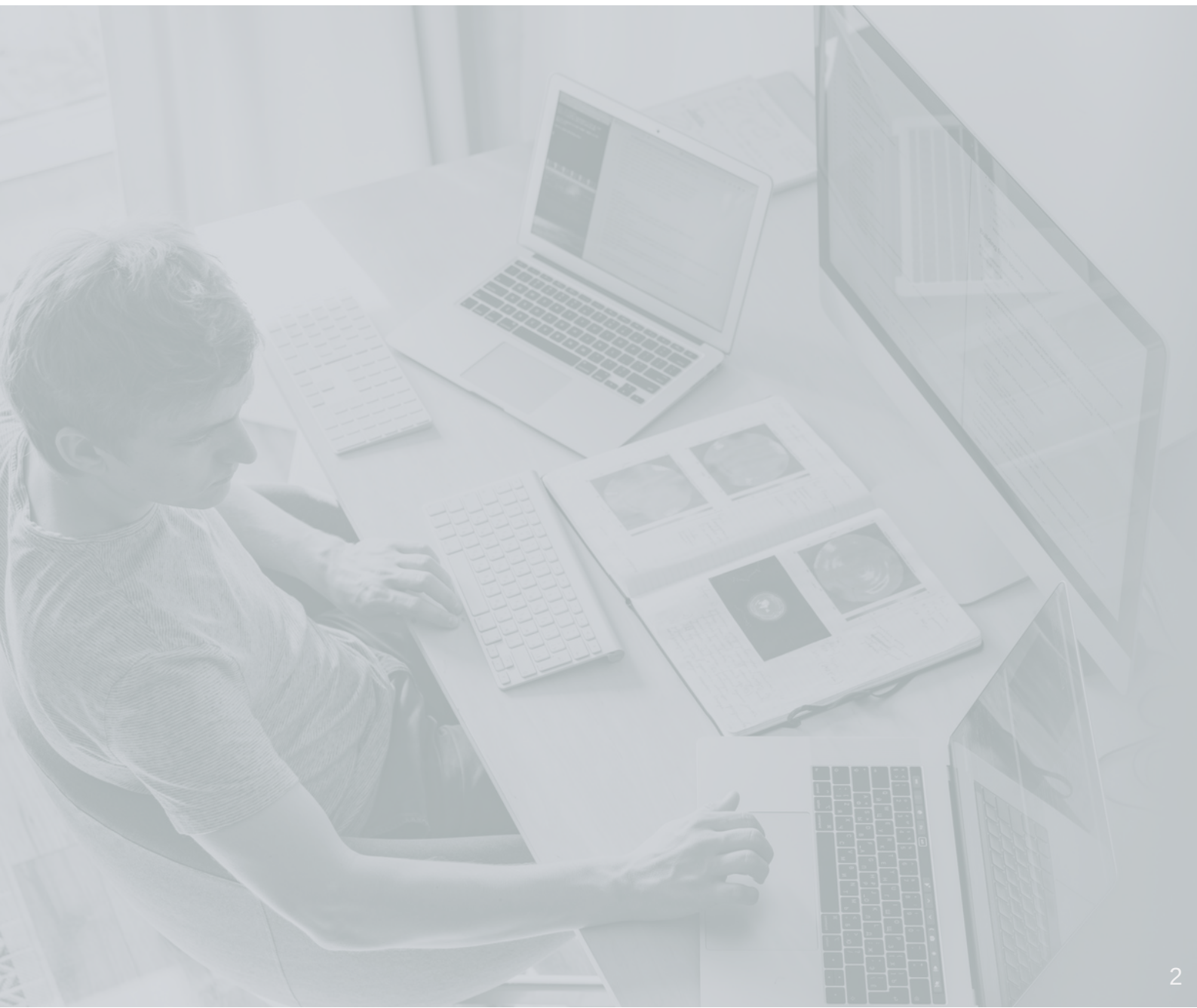
There are three main components of affiliate marketing, the merchant, the affiliate, and the customer.

- The merchant is anyone trying to sell their products or services to customers.
- The affiliate is the one who promotes the merchant's products or services to customers.
- Customers are the ones who purchase the merchant's products or services after being referred by the affiliate.

# WHO ARE AFFILIATES?

Affiliates are an essential part of affiliate marketing. It is affiliates who refer customers to the merchant's store and earn commissions on successful referrals. These commissions get paid by merchants.

Affiliate marketing is an excellent way for people to earn a passive income. It generally works on the pay-per-sale model. As per this model, the company pays the affiliate only for the sales they refer to their store.



# BECOMING AN AFFILIATE

It has become easier than ever to become an affiliate. There are various resources and tools available that can help you get started. However, while it has become easy to be an affiliate, it does require a fair amount of work and time.

Before becoming an affiliate, you must first choose your niche. Your niche will depend on your interests and how you can market them effectively. Some popular niches include fashion, technology, fitness, etc. After doing this, you will decide on how you will make promotions.

## CREATING CONTENT

There are various ways affiliates can promote a store and its products. You can do this by creating content and sharing it with your followers. There are different types of content that you can create:

- You can create a blog and make posts reviewing or talking about a brand and its products.
- You can make social media posts on different platforms and create content around it.
- You can make videos regarding a brand and its products and post them on YouTube or TikTok.

The content you create has to be relevant. It needs to help the audience make an informed decision and clear up any questions they might have about the product.

Additionally, you must ensure that your content is of high quality and you produce it consistently. That will help you build more audience and followers for your content.

## CHOOSING STORE PROGRAM

Now that you have decided on your niche and what kind of content you will produce, you can enroll in affiliate programs of stores. You should choose a store program that is relevant to your niche.

Additionally, before enrolling in the program, you should check the commission rate, payout terms, and how the merchant wants you to promote their store products.

It is essential that you are aware of these things while enrolling in a store's affiliate program.

## REFERRAL TRACKING

Usually, an affiliate program will assign you a referral link, a coupon code, or both. These are what you will be sharing in your promotions. The customers you refer will use them for making purchases in the merchant's store.

When a customer visits the store using your referral link and makes a purchase, that sale gets attributed to you. Similarly, when a customer uses your coupon code to make a purchase, that sale gets attributed to you.

Therefore, you will earn commissions on the sale made using your referral link or coupon code.

## COMMISSION PAYMENTS

Finally, after referring sales and accumulating commissions in your account is time for getting paid. Merchants will make the commission payments to you directly on their end.

While enrolling in the merchant's program, you should check the payment terms for the program (like weekly or monthly payouts), the payment methods they support, and other commission calculation settings.





## TIPS FOR AFFILIATES

- Concentrate on a single niche. While you might be inclined to diversify, it is the best way to build credibility and trust.
- While creating content like product reviews, make sure to address their weaknesses. That builds your trustworthiness among your audience.
- Try creating comparison pages where you compare two products of the same category. Additionally, provide pros and cons for them.
- Another widely used way of promotion is through email marketing. You can create email newsletters and use them for marketing products.
- Try joining store programs that sell recurring subscriptions. That way, you can earn regular commissions on recurring subscription payments.
- Use referral data and analytics to improve your promotions. You can use data to analyze what works and thus refine your promotional activity.



# Authored by

GoAffPro team

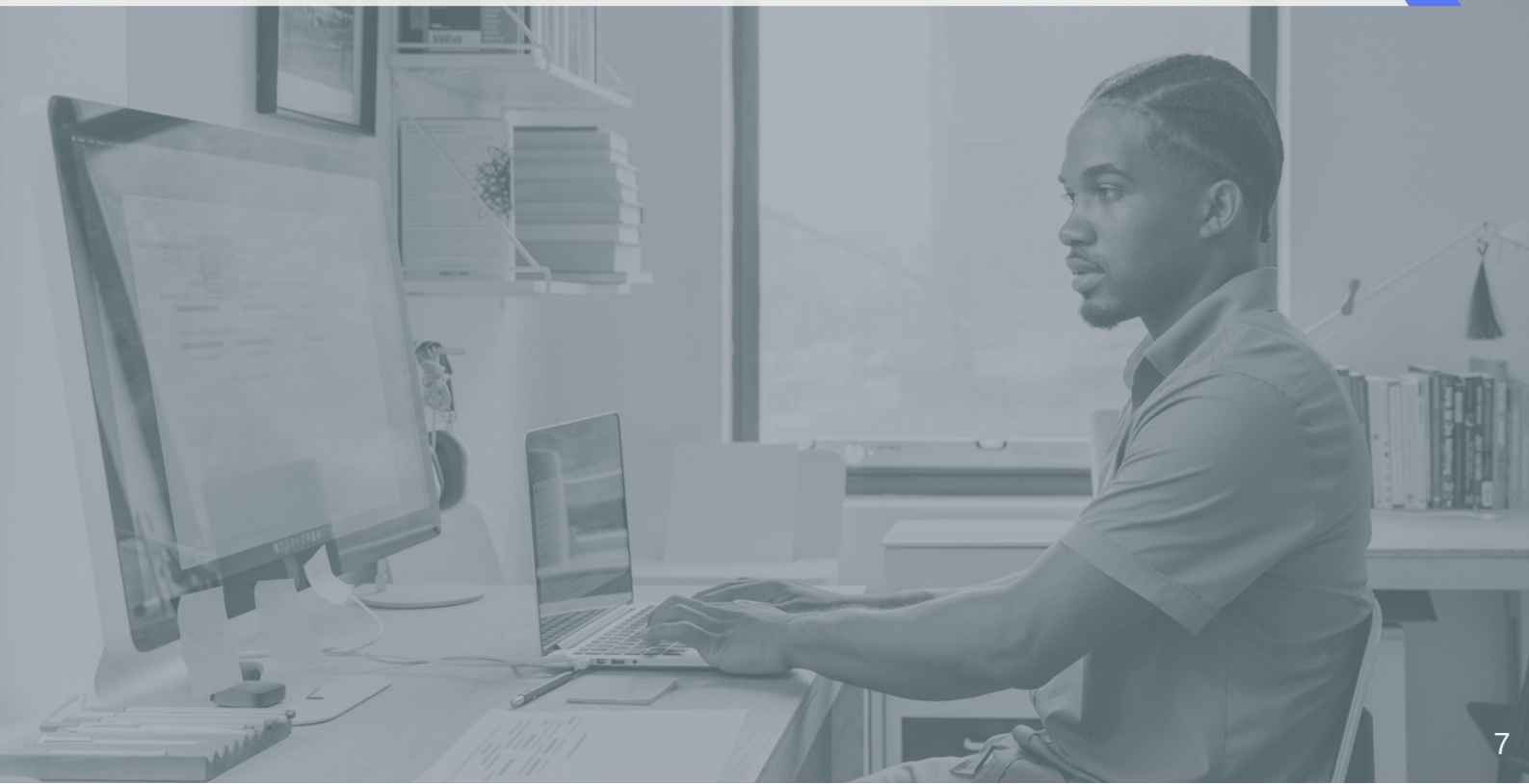
GoAffPro is a complete affiliate and influencer marketing solution for your store. With GoAffPro, you can set up a branded affiliate program for your store and customize the program as per your requirements. It offers options such as a custom branded portal, per-product/affiliate commissions, multi-level network, targets, boosters, email marketing, and more.

You can checkout our documentation for more information on setting up the affiliate program and the features offered by our app.

Website: <https://goaffpro.com/>

Interested in becoming an affiliate?

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