

Affiliate Marketing Success Strategies

Want to earn money while you sleep? With affiliate marketing you can turn this dream into a reality.

Affiliate marketing has become a billion-dollar industry. With over 80% of brands leveraging its power, there is a huge opportunity to earn significant profits for those who can break into the industry.

So, what is affiliate marketing and what strategies can you use to generate best results? Below, you'll discover everything you need to know about this popular industry along with the best strategies to utilize.

What is affiliate marketing?

Affiliate marketing is a popular way to make money online. Once established, it can help you to generate a healthy passive income.

It involves individuals partnering up with brands to market their products and services. When you become an affiliate marketer, you'll earn a commission for each successful referral you make to the brand you've teamed up with.

It is a particularly popular strategy for bloggers, enabling them to promote products naturally through their blogs. An affiliate link is placed into the content, leading visitors to the brand's product page. For each purchase made via the link, the blogger receives a portion of the profits.

It isn't just bloggers who can benefit from affiliate marketing, though they do tend to be the biggest users of the method.

What benefits does it provide?

If you choose to become an affiliate marketer, you can experience a number of awesome benefits. These include:

- Earning money with minimal effort
- Little startup costs
- Promote products and services you love
- Low risk business
- No expertise required

The fact you can earn money with minimal effort is one of the key benefits. You can even earn money while you sleep once you've developed a larger audience. There are very little startup costs required too. All you'll really need is a website or blog to advertise the products. You won't be responsible for shipping them out or handling customer orders.

Affiliate marketing is a huge industry. That means, you'll be able to choose products and services to advertise that you actually love. Whether it's sleep aids, weight loss products or

home furnishings; no matter what your interests you'll be able to make money through promoting the right products. When you enjoy what you do, it doesn't feel like work.

When you become an affiliate marketer, you'll also discover it's a low risk business. Provided you only affiliate yourself with reliable brands and products, there is zero risk involved in this type of job. You'll simply be advertising the products, and the brand will take care of customer questions and orders. After listing the link on your website, you'll receive a payment each time someone makes a purchase or carries out a call to action after clicking it.

Be transparent and let people know that you are using an affiliate link and that when they make a purchase that you will earn a commission.

Another great benefit is that you really don't need any expertise to get into this industry. All you'll need to do is add the link naturally within your website or blogs. You don't need to have any experience in the industry, although it will help if you want to build up a large audience. They'll want to see that you're an authoritative and trustworthy voice in the industry before they consider buying anything you recommend.

These are the main benefits you can expect to experience when you become an affiliate marketer. If you're interested in taking advantage of this potentially lucrative job opportunity, it's worth researching the different strategies you can use to generate the most success.

The best affiliate marketing strategies to try

There are a lot of different strategies you can try out when you're starting with affiliate marketing. However, some are considered more successful than others. So, let's take a look at some of the best affiliate marketing strategies you should try when you're just getting started.

Email marketing

The easiest starting point is to simply share a link with a friend, client, or customer in a personal email. When you know that they have a problem that the affiliate offer will help them to solve, be a friend and help them out. Let them know how the product helped you (your testimonial or review) and how they can get the product, too.

You can take this up a notch as a side-hustle or a full-time business strategy when you utilize email marketing. This involves sending a list of people emails which include the affiliate link. You can either market the affiliate product directly or use your email list to subtly advertise the products.

Emails tend to be easier and faster to use for affiliate marketing than blogs. They only need to be short, plus you'll be able to utilize your existing email lists. You can also tailor the emails so that certain products are sent to specific people who are most likely to be interested in them.

Many product owners will help affiliates with pre-written email swipe templates to help you get started with the message (copy) to include in the email. Simply copy the email template, personalize with your message, add your affiliate link, and send.

Blogging

The easiest affiliate marketing method you can start with is blogging. However, unless you've already got an established blog set up, it could take you a while to start seeing a decent passive income from your affiliate products.

With blogs, it's easy to incorporate affiliate links. You can even tailor the blog topic to ensure you're accurately marketing the products. Your readers can click on the links provided, taking them to the affiliate website. If they make a purchase, you get paid.

Here is an examples from [Edible Terrace](#).

Landing pages

A clever way to ensure you get results, is to create a landing page for the affiliates you support. Each landing page (also called a bridge page) would discuss a particular product, telling customers the benefits and reasons to buy. This would be a great option for those that are good at the salesy side of marketing.

You'd have to advertise your landing pages too to ensure you generate a good level of traffic. You can do this by sending an email to your list and link them to your landing page. This 'warms up' your audience and nurtures those people with the greatest interest to encourage them to purchase. Here is an example from [Information Managers](#).

Reviews

Finally, another strategy you can follow is to create reviews. Consumers love to read reviews before they make a purchase. In fact, most customers claim they won't buy something unless they've researched reviews of it first.

Your review can be in the form of a blog post, a short article that you post in your social media, or a video review on YouTube. In the review, drop in your affiliate link. Here is an example from [Information Managers](#) including a review (and affiliate link) to CareSay.

So, create reviews for the products you're promoting. This will help to tell the customer why they should invest in it, increasing the likelihood they'll make a purchase.

Social media

You can also use social media as a marketing platform for your affiliate products. If you have your own profile, you can drop links to the affiliates you're promoting. For best results, use your link to the blog post or landing page in your social media posts. Embed the affiliate link in your blog post or landing page, not your social media posts, to keep on the right side of social media rules. Here are some Facebook examples from the [Business Success Café Cathy Demers](#).

If you want to really market the products, you could also use the paid advertisements on Facebook for example. This would show your ad, to your own landing (bridge) page with an affiliate link, to a targeted audience.

Website banners

One of the easiest ways to participate in affiliate marketing, is having a banner added to your website. This would basically advertise the company without you having to place links in all of your content. However, this will only prove advantageous if you have a large number of traffic that visits your website daily.

As you can see, there are a lot of different strategies you can use to get started with affiliate marketing. You may find it a good idea to research each method before getting started. Think about how much effort you want to put into promoting the affiliate products and whether you already have an established audience.

Affiliate marketing can be a great way to generate a passive income. The above are just some of its benefits you could potentially experience. Just be sure to do your research and only affiliate yourself with trustworthy and popular products.

How do you find products to promote?

If you are ready to try your hand at creating a passive income by referring your friends, clients, and customers to products that you like, start by selecting a few tools that you are currently using and love. It might be a garden tool that is sold on Amazon or your local garden centre. It might be book that you love sold directly by the author. You can even [check out these products from Information Managers](#).

Then, reach out to the product owner on-line, email, or phone and ask if they have an affiliate program.

You can also do an on-line search for 'affiliate products' and browse through the hundreds of options for products that make sense to you.

Do you want to know more about affiliate marketing?

Become a member of My NAMS (Novice to Advanced Marketing Systems)! I've been a member of the Insiders for several years. David Perdew and Jen Perdew Houlk provide group coaching in weekly Zoom calls. Their catalogue of on-line training for businesses and marketers is extensive and, when you are an Insiders member, included in your membership.

What are you waiting for? [Check it out for \\$1 for a 14 day trial](#). (Yup, that's my affiliate link. When you make a purchase, I will earn a small commission.) When you are in the inside, check out the training on affiliate marketing, "Affiliate and Partner Marketing Mastery".

I am tickled pink to offer affiliate opportunities to friends of Information Managers.

If you want to join me, [check out these products from Information Managers](#). Click on the 'Sign Up Now' button to submit your application. I can't wait to welcome you as an affiliate!

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