

[What Is Affiliate Marketing?](#)

There are many descriptions for affiliate marketing, but all of them "mean the same thing". Affiliate marketing takes up a large percentage of all business online.

It's a shared contract between a merchant and an affiliate's website. If you want to have low cost-efficient marketing techniques then affiliate marketing has proved to be a scalable means of delivering results.

It's mainly used for building extra cash on already established sites, but it's also used solely as a business model. People are constantly trying to make money with affiliate marketing and try all kinds of methods and techniques.

The more common mistakes newbie affiliate marketers make is having trouble understanding the marketing techniques. Affiliate marketing is often misunderstood. One big misconception is the one called "selling", even when selling is such a vital part of any business operation.

Another is that affiliate marketing is commonly linked with "advertising".

While advertising a product is important when marketing, you don't have to be advertising, it's merely ONE of MANY functions of marketing.

Affiliates get paid from visitors, subscribers or sales made by his efforts.

What you make is dependent on what the specific deal is and is usually based on the value of the visitors. The merchants deem affiliate marketing very interesting since they only pay where credit is due, meaning on completed task or proven results.

Affiliate networks are the typical place for integrating affiliates with merchants. That's where affiliates can find products that merchants have. Thus, each party has different roles when it comes to affiliate marketing.

It's easy to reckon that affiliate networks only works as middle men in order to integrate merchants with affiliates. They work with showing the merchants offers and websites to affiliates.

The affiliate networks ALSO in addition to giving merchants a way to find affiliates, take a small fee, for which are then paid to affiliates etc.

The merchant is any web site owner that wants or desires to take advantage of performance based marketing. The benefits to the merchant are many.

First, the merchant maintains and operates the affiliate program. If it would be extracted, the merchant needs to do their part by researching interested affiliate websites to ensure that they are a good fit for that particular website.

It's easy for merchants to increase revenue since they have merchandise. Now they can find similar products and increase revenue. They have access to the market and customers already.

A smart way is to use banner ads on affiliate sites, because it can easily attract an eye and generate interest in a product, which in turn drives the consumer to the merchant's site.

The merchant now decides how much money he wants to share on the sale generated by the affiliate.

Being an affiliate too has clear benefits, and affiliates are just website owners who promote one or more of a merchant's products for profit.

Affiliate marketing can generate a full-time income for the affiliate. But this is not an easy task to accomplish. The affiliate needs to have a better understanding with the merchant what the commission will be, expected payment method and time involved in the contract.

The affiliate needs to know what type of users the merchant has and need to match the product accordingly. So work at home moms may be very interested in online jobs and things like that.

The previous group would also like sites that relate to children's products or information about that. Merchants usually have at least a couple best-seller items, and should have personal support for their affiliate. There is always a mutual benefit for affiliates and merchants in any sales promotion.

About the Author

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