**Style ID Roadmap**

**What is Affiliate Marketing?**

“Affiliate marketing is a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate’s marketing efforts”

Basically, you as a publisher will be rewarded when you help a business by promoting their products or services. So for example, if you sign up for Tips and Ticks HQ’s [affiliate program](https://www.tipsandtricks-hq.com/affiliate_program) and promote it’s [products](https://www.tipsandtricks-hq.com/products) then you will get a commission when the visitor you send from your site makes a purchase.

Affiliate marketing is probably one of the quickest and cheapest (not the easiest) ways to start making money online as you don’t have to create any products yourself. You simply link up a buyer and a seller, and you take a commission on the sale that has been referred by you.

**How Does Affiliate Marketing Work?**

When you join an Affiliate program and choose the products that you want to sell, sellers provide you with a unique affiliate code that you can use to refer traffic to the target site. Most affiliate programs will offer readymade text links, banners and other forms of creative copies whereby you only have to copy the code and place it on your website to start referring traffic. When interested visitors click on these links from your site they get redirected to the product site and if they purchase a product or subscribe to a service you as the referrer make a commission.

The sellers can track your performance through your affiliate ID and the affiliate software’s (e.g. [WP Affiliate Platform](https://www.tipsandtricks-hq.com/wordpress-affiliate-platform-plugin-simple-affiliate-program-for-wordpress-blogsite-1474)) that they use. You also have complete, real time access to all sales and commissions stats.

* You don’t need to sell products all the time to make a commission. Different affiliate programs can use different payment terms such as:
* **Pay per Sale: In this program a merchant pays you a percentage of the sale price when the purchase is completed.**
* **Pay per Click: In this program you get paid based on the number of visitors you redirect to the Merchant’s website from your affiliate site, whether or not a sale is made.**
* **Pay per Lead: (leads for clients) you get paid once the referred visitors provide their contact information on the target site by filling out a simple contact form.**

**Why be a Affiliate Marketer?**

**Benefits:**

Affiliate marketing is considered to be one of the world’s fastest growing and best internet marketing techniques to **earn money online** and I will explain why:

* **Cost effective**: Marketing on the internet is cheap and you don’t have to worry about the **production cost** as the product is already developed by the seller. You don’t need a physical business location or hire employees either.
* **Global Market**: Online marketing gives you the opportunity to reach people all over the world easily.
* **No Fees**: You don’t need to pay anything to join affiliate programs.
* **No Storage No Shipping**: You don’t need to worry about storage, packing or shipment of the product. They are all taken care of by the seller.
* **No customer support**: You don’t need to provide any customer support or deal with consumer complaints as the Seller does that for you.
* **Passive income**: A regular job can give you a fixed income as long as you continue to work. Depending on your marketing skill Affiliate marketing can create a steady flow of income even when you are not in front of your computer.
* **Work from home**: If you make enough money then you don’t have to worry about going to work at the same time every day or getting stuck in traffic. You can work in the comfort of your own home.

**Tips on Becoming a Successful Affiliate Marketer:**

After reading all the benefits of affiliate marketing if you think you will be rich overnight by selling affiliate products online then you are wrong. **Affiliate marketing is definitely an excellent way to make money online but it’s highly competitive too.** In order to be successful in Affiliate marketing you need to know the market needs, learn how to promote products, what works and what doesn’t. The following are a few tricks on becoming successful in affiliate marketing that I have learnt over time.

**1. Only Choose a Handful of Good Products.**

The first mistake a lot of affiliate marketers make is that they register with too many different affiliate programs and try to promote everything. Pursuing affiliate marketing down this path can become very overwhelming and you won’t be able to promote any product properly. All you need in order to be successful is a handful of good products to promote. Try to understand the market needs and look for products that align correctly with the topic of your site.

**2. Use Several Traffic Sources to Promote Products**

Most affiliate marketers put up the ads only on their sites. There is nothing wrong with this approach but know that there are many other traffic sources that you can tap into and promote the products simultaneously. The more targeted traffic you can send to the sales page the more your chances are of making money.

Google Adwords can be used to drive targeted traffic to a sales page. You simply make an ad in your adwords account then use your affiliate link in the target page URL of the ad. Obviously, you will have to continuously measure conversions and see if the campaign cost is less than the campaign profit in order to keep the campaign running but I am sure you get the idea.

**3. Test, Measure and Track Your Affiliate Campaign**

It is a very good idea to use different product promotion strategies so you can figure out what is working and what is not. Try to do split testing and measure the performance of each campaign then take actions accordingly. Changing a few things here and there can increase your profit dramatically. Make sure to place the banner ads on different areas of your site’s pages. Some positions will make the ads more noticeable than others.

Most affiliate programs will give you basic stats that you may need but there is nothing stopping you from using your own conversion tracking software too. There are many conversions tracking software out there that you can use to track your affiliate campaign.

**4. Research the Demand of the Product**

If you try to sell a product that is in low demand then chances are that you are not going to get many sales no matter how hard you try. So it is a good idea to spend a bit of time researching and finding out if a product that you are thinking of promoting is a product that your audience needs. If your site gets decent traffic then you can conduct an online survey and easily get input from your visitors.

**5. Stay Current with New Methods and Techniques**

Affiliate marketing is a very competitive field and people are always coming up with new techniques. Try to stay current with these new techniques and market trends otherwise you will fall behind.

**6. Choose the Right Merchant**

When you promote a product you also promote the person or the company who is behind the product so try to choose wisely.

**7. Use Helpful Tools**

Affiliate marketing is a business so you will have a much better chance of succeeding if you treat it like one.

**Most popular Affiliate Networks:**

1.     ClickBank

2.     Shareasale

3.     JVzoo

4.     Hotmar

5.     Clickbooth

6.     Ads 4 Dough

7.     Amazon Affiliate Program

8.     eBay Partners Program

9.     CJ Affiliate (formerly known as Commission Junction)

10.  FlexOffers

11.  Shopify Affiliate Program

**Best Affiliate Marketing Software:**

1.      Website Hosting – what hosting are we currently using for Style ID

2.      Site Builder

3.      Ad Spy Tools

4.      Click Tracker

5.      Cloaker

<https://www.youtube.com/watch?v=pBhBu4vVwho> - this video is also helpful in knowing more about Affiliate marketing in just 19 minutes.

List of Affiliate Marketing Programs in South Africa:

1.     Zasttra – is an online retail store with a wide range of products on sale. They sell many things from electronics to clothing and books too.

2.     Sell-SA – this is a newest online store. The affiliate program offers commissions of up to 6% and joining the affiliating program it is easy, through their website.

3.     Mentality – is South Africa’s number 1 online store for men.  And their affiliating program pays 10% for each sale that we deliver.  Mentality also gives you R30 commission just for signing up to their program and payments are made once a month.

4.     Zando – is one of the top 2 online fashion retailers in South Africa.  The cool thing it is the fact that they have a large variety of clothing brands from some of the world’s most famous brands.  Their affiliate programme is managed by AdMarula.

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