**The Best Passive Income Strategy for Single Parents (Affiliate Marketing Explained)**

Waking up early to get your kids prepared for school. Moving through harsh weather. Settling in for a 9-5. Juggling all these and many more every day never comes easy — especially when the 9-5 pay is only just enough to get you through the month.

Besides, you take off that extra hour to spend more time with your kids? You get a paycheck cut. And for how long can we keep this up?

If you relate so well with this, then you’ve come to the right place. And in this post, you’ll learn about affiliate marketing, the best passive income strategy.

Read on to learn how you earn more time with your kids — and definitely, more cash.

## **What is Affiliate Marketing?**

As an affiliate marketer, you stand in as everyone’s hero. You help producers sell their products. And at the same time, you help customers find the best of products easily.

**So, in simple terms, affiliate marketing is a way of earning commission for promoting a good or service.**

You get your share of the money for every sale that you make possible.

So, it is a simple task of putting up a link to a product on your platform. A buyer clicks on it and makes a purchase. And voila! You get your commission.

Commissions vary, but focusing on the higher-paying ones isn’t the road to success in affiliate marketing. You must focus on products that are most relevant to your content and field.

Now, really, with the tonnes of products and buyers out there, how hard can it be to sell one? Let’s see why affiliate marketing is the answer to every single parent out there.

## **Benefits of Affiliate Marketing to Single Parents**

### **Flexible Working Hours**

When it comes to affiliate marketing, there is no time restraint. You could be working on your promotions while your kids are still at school or when they are sleeping.

Every free time when not with your kids is yours to use. By the way, only the starting phase requires so much time. You spend less time marketing and more time with your kids as it scales up.

### **More Time with Your Kids**

To emphasize this, we all agree you don’t want to miss any part of your kids’ growth — or essential assemblies. Especially not for some low-paying work that takes all of your time.

With affiliate marketing, you are your boss. And that means you can finally make time out to spend with your kids while still making enough to make yourself and your kids happy.

### **Low Capital to Start**

Raising kids is not only a full-time job. It is also a place to spend almost all you make in a month. Now, starting a whole new business that takes even more of your income can be pretty tricky. But not the case with affiliate marketing, where you’ll be spending less than $500 to get things running perfectly.

### **Low Cost to Maintain**

Think of your previous/current jobs with their office hours and long road trips in traffic every day. All these in themselves are the cost of keeping that job. And they really can be challenging to maintain.

Whoever invented the idea of calling in sick hit the target, but you can’t always do that. With affiliate marketing, all you do can be right from the comfort of your home — drinking from your favorite cup.

### **The Perfect Passive Income Strategy**

The best part of affiliate marketing comes after the main task of setting it all up. Once you have an established market, you do less and make five to ten times more than you did before. Nothing else beats this when it comes to earning passively.

## **Methods of Affiliate Marketing**

Now, you must know that affiliate marketing isn’t a get-rich-quick scheme. It comes with its initial mass of work. Get it right, and you might retire early — if you want.

So, it’s not just enough to create and publish content about a good or service. There are specific and targeted ways to go about this, and that’s all you’ll be learning next. Ready? Let’s go!

### **Blogging**

Blogging is the most popular method among affiliate marketers. By the way, it’s also one of the cheapest methods.

When it comes to selling any product, your customers must trust you. The best way to make yourself an authority — and earn trust — in a particular field is by regularly blogging content about that field.

Soon, you have a group of readers who keep coming back to learn more. New audiences also find your content helpful and insightful. There and then, it becomes easier to sell products of that field to your blog audience.

For example, The Rocky Safari blog brings around $100 to $2,500 per month from affiliate marketing commissions.

### **Social Media**

Beyond blogging, social media is where everyone lives today. And among the traffic visiting each social platform is your next buyer. So, social media is another essential method to your affiliate marketing.

You get to post short content, grow your followers, and join ongoing conversations to establish your authority.

Today, it’s even better as social media ads can take users through the whole length of purchasing a product. All that without leaving the social window. And the more ease you give to your customers, the more times they will be back for more.

### **Pay-Per-Click Advertising**

You might sometimes need to run some paid ads to bring the product you’re promoting right before google searchers. When the searcher inputs relevant keywords, it comes up on the search engine result page. And with everyone who clicks on the ad, you’d have to pay a certain amount of money.

While this doesn’t guarantee everyone who clicks on the ad will make a purchase, you can be sure that you’re reaching more audiences.

### **Email Marketing**

Another essential method to affiliate marketing is using your email list, which you’ve collected over the years. It is a lucrative one as you can send personalized content.

So imagine sending offers directly to the mails of the most relevant audience, leading them to your product page. You are more likely to get them to buy a product when compared to blogging that approaches a broader audience.

Besides these methods, some techniques are equally critical to using any of these methods.

For every content accessible via the web, you want to ensure search engine optimization. That way, you make the content relevant to specific search keywords.

Thus, you get to only show your content to those who are most likely interested in the product. Other techniques include using videos, sharing coupons, reviews, and hosting webinars.

Now, all these words have this one thing to tell you: your everyday life becomes less stressful as an affiliate marketer. So, why wait? It’s time to build up, earn more cash — and more time with your kids.