

The Affiliate Marketing 6 Key Step Success Cycle

What is Affiliate Marketing

Affiliate marketing has become one of the most popular ways to make money online. It is a type of performance-based marketing in which a business/merchant rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

What is an Affiliate

An affiliate is anyone who sells, promotes, or advertises a product that isn't theirs and gets a commission for the sale or lead generated.

Who Are the Affiliate Marketers in 2014?



Source: Affiliate Summit Stats Report

How Affiliate Marketing Works



Affiliate Marketing 6 Key Step Success Cycle

01. Pick a Niche

Choose a market instead of a product. The reason for this is so that you can put more products in your pipeline.

Choose a market which you are interested in and obtain detailed information about it.

02. Find Affiliate Offers

Once you've chosen your market, it's time to select the products you would like to promote through affiliate networks such as ShareaSale, Commission Junction, Clickbank, etc

Find out about the offers such as commission, conversion rates and promotional materials provided by the merchant.

06. Get Paid and Repeat

Once you have started to make a good and reliable income with a single product, you should add more products to your autoresponder pipeline.

Rinse and repeat the process to scale up your affiliate campaigns and income.



05. Generate Traffic

Once your website is up, generate traffic using techniques such as seo, pay-per-click, social media, video marketing, etc.

Try different techniques and see what gets you the best results. Continue with the technique that shows best results from the basis of your experience.

04. Build a Lead Capture Page

If you are building a business, having a website is necessary. This website will be needed to show your affiliate products and grab the visitor's email.

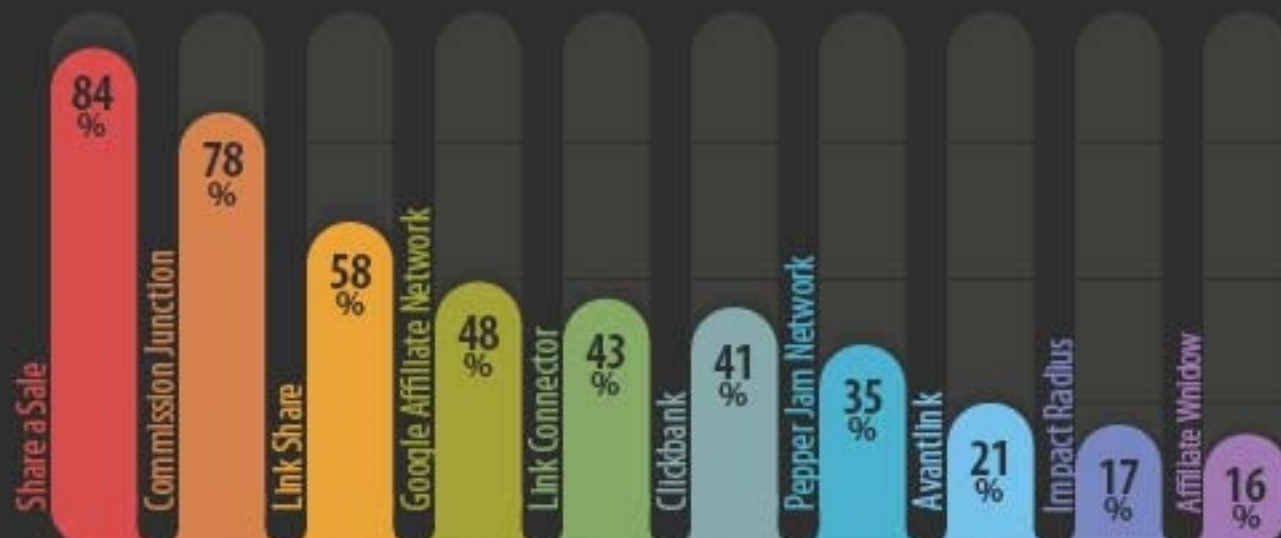
Create a page in your website where you will capture information about your prospect so you can send them to your email autoresponder series.

03. Build an E-mail Autoresponder

Create an e-mail autoresponder series which includes information about your product. You can build a series of some basic information or provide tips about the niche you are in.

Be creative and always remember to focus on adding value to your subscribers. Remember to add your affiliate link in your e-mails when you send them to your merchant's offer page.

Top Affiliate Networks Marketers Belong to 2014



Source: Affiliate Summit Stats Report