

Content for Affiliate Marketing

How to Become Affiliate Marketer Complete Course Content

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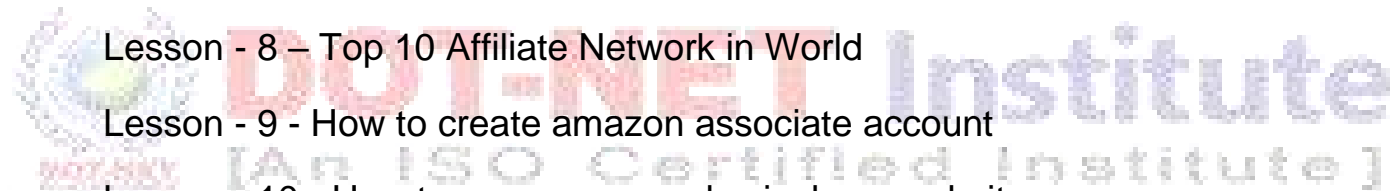
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Lesson no. 1 – What is Affiliate Marketing?

WHAT IS AFFILIATE MARKETING

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.

It's the practice of recommending a companies products or services to potential customers, generating a sale and earning a commission in return.

The process of affiliate marketing generally involves four parties: the affiliate website, the affiliate network, the advertiser and the buyer.

Many beginners find this confusing, but there's no need. Let me explain in layman's terms.



The affiliate

The affiliate owns a website. That affiliate could be me, you, or that weird guy next door. Seriously, it's not that complicated to build a website suitable for the job (although marketing that website effectively is another matter, we'll get to that later).

The website an affiliate owns contains details (or reviews) about a product sold on the advertiser's website. It also links to the advertiser's product page via a special link, known as an affiliate link.

The advertiser

The advertiser could be any business which sells a product or service online. It could be John Lewis, Amazon, a car insurance company, or even your local skateboard shop if it has an online store.

The affiliate network

The affiliate network drops a tracking cookie into the buyer's browser when they visit an advertisers website as a result of clicking an affiliate link on the affiliate's website. They are effectively the glue which makes affiliate marketing possible, and they're the guys who send your payment to you.

Lesson no. 2 – 3 A's of Affiliate Marketing?

3 A'S OF AFFILIATE MARKETING

At its heart, Affiliate Marketing is an online version of a sales structure that has been happening offline for decades. In its simplest form, it involves 3 A's:

- a) **Affiliate:** An Internet affiliate is a company, organization, or individual that markets another company's products through their website. In exchange for marketing their products, companies pay affiliates a commission for each sale they generate
- b) **Agency:** It is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients. An ad agency is generally independent from the client; it may be an internal department or agency that provides an outside point of view to the effort of selling the client's products or services, or an outside firm. An agency can also handle overall marketing and branding strategies promotions for its clients, which may include sales as well.
- c) **Advertiser:** An advertiser is a person, group or organization that disseminates messages about a particular brand to build preferences towards the brand or to generate brand awareness among the people. Depending on the cost-effectiveness, the medium used may be online/offline or a combination of both.

Developing an advertising program should always start from the basics: identifying the target group and the buyer motives. Then, the objectives have to set:

- i) **Mission:** The advertising objectives
- ii) **Money:** The advertising budget
- iii) **Message:** To be communicated
- iv) **Media:** The medium of communication to be used (offline/online/both)
- v) **Measurement:** How to evaluate the results

Lesson no. 3 – Affiliate Marketing History

AFFILIATE MARKETING HISTORY

IT BEGINS BEFORE THE INTERNET

Affiliate marketing has come to be known as something that happens online. You click a link, which directs you to a page or a product online, and then the link owner gets paid a small amount for that click. But it can also refer to things like when a mechanic gives a customer a discount for referring them to a new customer. The person who is doing the referring is getting paid by getting a discount towards their purchase. It is the same concept, just in the real world. This kind of affiliate marketing is used, but not traced as much as online links. You can ask your customer where they heard about you in an effort to learn more about where your clients are coming from, but in the end, you don't have all the data like you would through an online tracking link. The internet has made this kind of marketing more profitable and easier to expand your business. So while the history of affiliate marketing really started before the internet, it's the internet that made this marketing strategy widely available as a business model to the masses.

The First affiliate program: William J. Tobin conceived, implemented, and patented affiliate marketing and launched his program on the Prodigy network. He set-up the first affiliate program for his company, PC Flowers & Gifts in 1989. It helped businesses expand their reach and other people to get paid for helping with the process. It is really a cool idea that can be implemented in lots of different places. Today, there are quite a few affiliate networks available

The Second: In 1994, CDNOW launched the BuyWeb program.

AMAZON

Amazon was one of the first to use affiliate marketing with the launch of its Associates Program in 1996. This is considered a key milestone for the affiliate world as the program attracted widespread, global interest and was widely perceived as a model for retailers looking to implement their own. Mr. Tobin started off his life running his own lawn mowing business with equipment purchased for him by his mother. He later

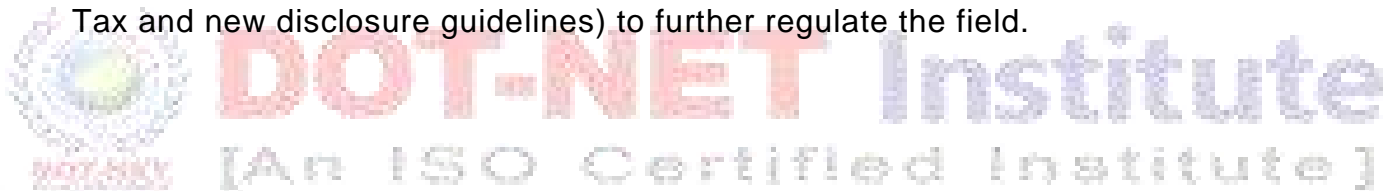
joined the Army and afterward got a business degree from Adelphi University. He went on to create several startup companies, which eventually led to PC Flowers & Gifts. They are known for setting up affiliate marketing for today's floral company FTD, who delivers a good chunk of flower orders across the country. Mr. Tobin created the framework for what we have come to know as the history of affiliate marketing as well as modern day affiliate marketing. It has changed a bit over the years, but the basic concept is still the same.

The Rest of the story: 1998 saw the launch of the first affiliate networks

Commission Junction and **Clickbank**. These networks made affiliate marketing a lot more accessible to online retailers smaller than Amazon, by offering payment solutions and facilitating exchanges between merchants and affiliates.

Soon after, in 2000, the United States' Federal Trade Commission published guidelines for the sector, which helped cement its legitimacy in the online marketing world.

In 2008, more legislation was introduced across the US (such as the Affiliate Nexus Tax and new disclosure guidelines) to further regulate the field.



Lesson no. 4 – How to be a Super Affiliate Marketer

HOW TO BE A SUPER AFFILIATE?

SUPER AFFILIATE

Technically speaking, a super affiliate is someone who creates a significant amount of profits from the sales they make for the products or services they represent. A super affiliate makes a healthy living from their online affiliate business alone – while a standard every day affiliate usually needs to supplement their affiliate income with, gasp – a full time job!

Here Are A Few Steps To Become A Super Affiliate:

Step One

Commit to publishing content every single day. Content has continually proven to be the best sales tool available for affiliate marketers. Nothing, not even strategically placed ad copy works as well as furnishing quality content that pre-sells any product or service that you're promoting on your website.

Published content includes:

- a) emails to your list(s)
- b) E-newsletters
- c) Blogs posts
- d) Social network comments or posts on forums, social networking sites, and chat rooms
- e) Articles
- f) Press releases
- g) Even leaving comments on other blogs

Step Two

Track and test everything. Make sure you know where your prospects are coming from, what motivates them to click through and what information they read and respond to – then give them what they need. Tracking and testing is the only way to fine tune your affiliate program into a smooth running, money making machine!

Step Three

Utilize any provided marketing materials and be willing to take it a step further. Many affiliate programs do a great job of giving their affiliate ready made marketing materials including:

- a) Banner ads
- b) Email copy
- c) Article posts
- d) Free promotional reports
- e) Demo videos
- f) Product reviews

Use the materials your affiliate manager has provided. It's most likely been tested and developed for results.

That being said, be sure to create your own content as well. Even as an affiliate, you are your own company and your website needs to reflect your personality and brand.

To build a community around your website, it's important to provide valuable content on a regular basis. This is a sure way to create a following that trusts you and your credibility. As a result you will see better click through rates and affiliate sales!

Step Four

Pre-sell. Pre-selling means that your content, whether it is a review, article, tutorial, course, or blog post, speaks honestly about the products and services you are promoting. The good news is that your main purpose as an affiliate is to pre-sell products and services.

Pre-selling is about giving value to your website visitors and prospects. You want to make them comfortable with you while building your authority to generate interest and a desire to click through to the company website, where the sales are made.

Step Five

Follow up. Just like your affiliate manager follows up with you to see how you're doing and what you need – it's crucial that you follow up with your prospects whenever possible.

A great way to do this unobtrusively is to create a opt-in list by offering visitors a newsletter they can subscribe to, a free report, or any number of products in exchange for an email address and the permission to contact them with valuable information and special promotions.



Lesson no. 5 – Ways to do Affiliate Marketing?

There are many ways to generate and send traffic, making the field of affiliate marketing very diverse. Affiliates can be pay per click advertisers, SEO experts, website publishers or bloggers. There are also different ways affiliates earn revenue, which fall into three categories

The categories are:

- a) Unattached affiliate marketing
- b) Related affiliate marketing
- c) Involved affiliate marketing

Unattached Affiliate Marketing

These are your basic pay-per-click affiliate marketing campaigns where you have no presence and no authority in the niche of the product you're promoting. There's no connection between you and the end consumer, and all you're doing is putting an affiliate link in front of someone via Google Adwords, Facebook ads, etc. in the hopes that they'll click on your link, buy the product, and earn a commission.

The reason why this type of affiliate marketing is so attractive to many is because no presence or authority is needed! It takes time to build up a reputation and trust with certain groups of people online, and many people are just too scared to commit to working on a blog or website, or just don't have the time. For many, this is their only option.

It's an income generating model, yes, but is it a business model where I can build relationships with the end user? No. With PPC affiliate marketing, you become a behind-the-scenes middle man.

Related Affiliate Marketing

Another form of affiliate marketing is what I like to call related affiliate marketing. This is where you have some sort of presence online, whether it's through a blog, a podcast, videos, or whatever—and **you have affiliate links to products related to your niche, but they're for products you don't actually use.**

Back when text link ads were a big deal, I remember seeing every single "make money online" website with a 125 x 125 pixel advertisement for text link ads. Most of these sites did not actually use the text link ad service on their own sites. On many personal finance blogs, you'll see a lot of different affiliate advertisements for things like ING, Everbank, LendingClub, and numerous other financial institutions.

May be every person who places one of those links on their blog actually uses each of those products and services. And that's okay. Placing affiliate links on your site that are related to your niche is a great strategy to earn extra income. Whether it's in the sidebar in banner form, or in a text link at the bottom of your blog post, because you have a website and some authority, people will trust you and your decision to place the ad on your site.

Involved Affiliate Marketing

Involved affiliate marketing is where **you've used a product or service, truly believe in it, and personally recommend it to your audience.** Not in a banner ad or somewhere that says "recommended resources," but within your content, as part of your life and strategy for whatever it is you're talking about. The product almost becomes something people "have to have," because it's part of the process.

It's your involvement and experience with the product that makes that offer so attractive.

There is, however, a level of responsibility that you have to uphold while making these kinds of recommendations, especially if you have a lot of authority and influence over your followers. This is something I take very seriously. If it were up to me, this is the only way affiliate marketing would be done, because to me it's the most honest and most helpful.

This is the complete opposite of PPC, where you're not even seen by the consumer in order for the transaction to take place. Instead, this is you talking directly to those who may need a product that you're offering, who have their ears and eyes on you. This is not using your money in order to make money, like with PPC. It's using your reputation, trust, and authority in order to get others to take your recommendation, use it and pay you something in return in the form of a commission.

Lesson no. 6 – Affiliate Marketing Secrets

AFFILIATE MARKETING SECRETS

“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 own marketing efforts.”

By now you have probably seen many cases of websites selling “Get Rich Quick” books that claim you will get all the affiliate marketing secrets if you pay \$29.95 or something of the like.

Well how does Free sound? Below are 5 Affiliate Marketing Secrets Revealed that will help take your efforts to the next level.

i. Choosing what Products to Promote.

One of the most important facets of becoming successful at affiliate marketing is determining what products are worth promoting and which ones aren’t. It comes down to a combination of a number of factors:

- a) Competition – Check to see the affiliate competition for that particular product/service. Essentially go to Google and type in some relevant terms and see how many affiliates are showing up in PPC ads and in the organic listings. Obviously the less competitive the market is the easier it is to make a splash. However one thing to consider is if a product or service is extremely competitive its most likely a sign that it is a high converting product and money can be made.
- b) EPC – Before you choose that product/service ALWAYS check to see the EPC of the offer. This is easy to do if you are running through one of the big 3 affiliate networks (CJ, Linkshare, Google). They typically show two metrics, a 7-day EPC and a 3-month EPC. Look at the 3-month and disregard the 7-day. This will let you know that the product converts high on a consistent basis.
- c) Consumer demand/keyword traffic – Once you have found your product that converts well you will want to see if consumers actually search for it. If there is no search traffic how will you get enough volume to the offer you are promoting to make any money?

ii. Communicate with your affiliate rep.–

One of the most overlooked and underappreciated things a affiliate marketer does is communication with the affiliate representative. It is vital to create and develop a relationship with them on a consistent basis because they know what is currently converting and how their other top affiliates are performing. The better your relationship the more information you will get from your rep. Typically they are compensated on how well their affiliates perform, so they want you to succeed

iii. **Diversify promotional methods.** –

Previously we listed the 7 best affiliate marketing promotional methods. It is important to make sure you diversify your methods, because very often different methods perform better for different offers. Continuously test promotional methods to identify what is going to work for you. The most common form of promoting affiliate offers is PPC and with more and more competition costs are only going to go up.

iv. **Negotiating Higher Payouts.**

More than likely you applied to join a program to promote a specific offer and received their base payout. Did you know that almost always you have room to negotiate a higher payout. This is extremely important because if you are making a lot less than your competitors how do you expect to compete with them on PPC costs or any other promotional methods. You are fighting an uphill battle. Read a previous post on how to negotiate higher affiliate payouts.

v. **Value Added.**

What makes an affiliate site something more than just another thin affiliate? Added value. A value-added site offers unique content beyond the product information provided by the sellers that adds additional value for its users. A value-added site might offer reviews or product comparisons, or just your own thoughts and opinions about the products. If a site has real content – real worth – that takes the site beyond a cookie-cutter, thin affiliate filled with duplicate content – then the site has a much better shot at ranking well in Google and other search engines. And of course, the better it ranks for many phrases, the more traffic your site is likely to receive.

Lesson no. 7 – How to start Affiliate Marketing?

GETTING YOUR STARTED AS AN AFFILIATE

We've broken down the process into seven steps for affiliate marketing beginners. Following this guide will set you on the right course and have you earning your first commission in no time.

I) Choose a Niche

Before you even begin building your first site, you'll need to decide which niche you're going to target.

Obviously, if you don't know what your site is about or who you're going to target with it, you can't really build a site around it...can you?

If you've already figured this one out, way to go! This is undoubtedly one of the most difficult and overwhelming steps.

If you don't quite know what your niche is yet, here's some advice that you might find useful.

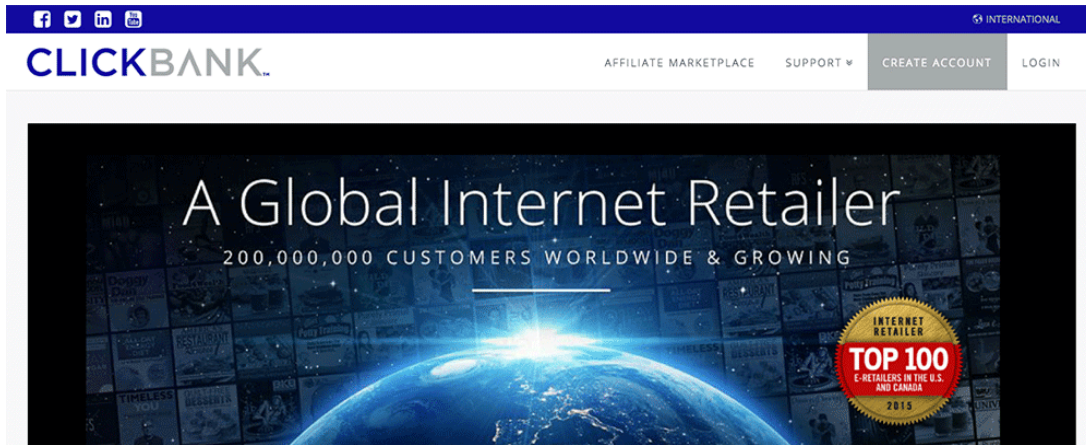
Some key questions to ask yourself when determining your niche are:

- a) What topics am I already passionate about?
- b) Is there money in this niche?
- c) What topic could I see myself easily writing 25, 50, or 100 blog posts about?
- d) Is there room in this niche for another affiliate marketer?
- e) Is there enough interest in/demand for products in this niche?
- f) Are there affiliate programs available in this niche?

II) Research Affiliate Programs

Once you've decided on a niche, it's time to find out what's out there in terms of programs and products to promote. You've probably already done a bit of research for this while researching your niche — now you need to dig deeper.

Choosing an affiliate program will take some work, but don't be afraid to invest a significant amount of time into it because this is, of course, where your income will come from. Choosing the right program will make it well worth your while!



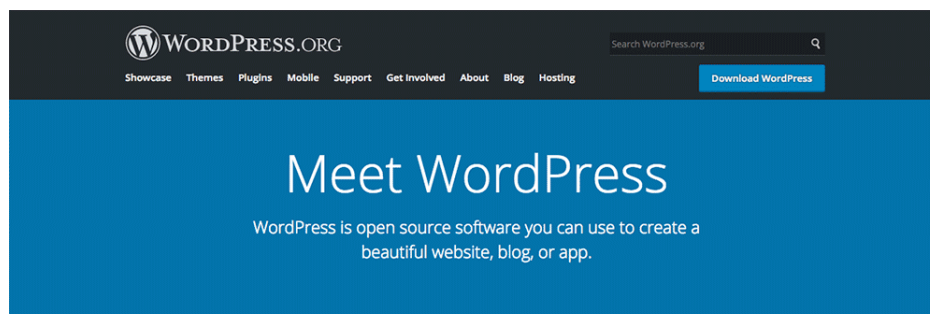
When choosing an affiliate program, keep these key points in mind:

- What type of merchants use the program/ affiliate network?**
- How much commission are you likely to make from the products?
- Do you want to be associated with the products and services?
- What kind of support does the program provide?

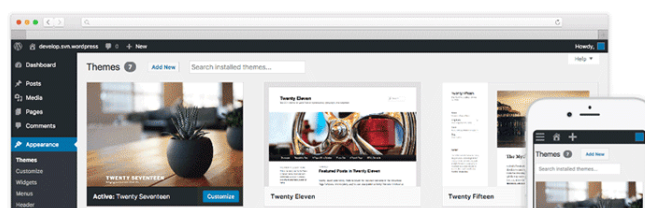
III) Build a Site

Steps 1 and 2 are all about research and figuring out what's possible and profitable. Now, it's time to start putting your research into action.

Assuming you don't already have a website built, this will be the next step. Fortunately, building a site isn't as complicated or labor-intensive as it was in the past.



Beautiful designs, powerful features, and the freedom to build anything you want. WordPress is both free and priceless at the same time.



If you're a newbie to building sites, the easiest way to set up a site is by using WordPress. The WordPress CMS is very easy to use and while coding skills can come in handy, for the most part you will not require any tech knowledge to set up your site.

You need to follow a few steps to have your site up and running:

- a) **Buy a domain.**
- b) Purchase and set up hosting.
- c) Install WordPress.
- d) Install your theme.
- e) Create content.

IV) Produce Excellent Content

Now that your site is set up and you've joined an affiliate program, you're ready to begin perhaps the most time-consuming (but potentially rewarding) part of the affiliate business: Producing content.

This is where the overused but truer-than-ever phrase "content is king" comes into play.

Your goal for your site will be to establish it as an authority site in your niche, and the main way to do this is to consistently produce unique, high-quality content.

This could consist of:

- a) **Product reviews.**
- b) Blog posts that address common problems, questions or issues relevant to your target market.
- c) Evergreen content.
- d) Informational products.

V) Build an Audience

Building an audience for your site will, in some ways, follow naturally once you start producing excellent content. An interested audience will not only bring you consistent traffic, but also result in consistent sales for you.

So how do you start building an audience for a completely new site? Here are some ideas:

- a) **Promote your content via social media.**
- b) Guest post on high-traffic blogs.
- c) Build an email list.
- d) **Use basic SEO techniques to increase search engine traffic to your site.**
- e) Invest in paid advertising.

VI) Promote Affiliate Offers

Finally, the part we've all been waiting for!

This, my friends, is where things really kick into high gear. Many fly-by-night affiliates will jump right to this step and bypass steps 1–5 completely. And this is what will set you apart.

Once you've shown that you can offer something of value in your niche, it's time to continue adding value by promoting products that will be useful and helpful for your audience.

You can promote your offers in a number of ways. It will depend on the type of site you've built and also what you're selling. Some ideas include:

- a) **Product reviews.**
- b) Banner ads.
- c) In-text content links.
- d) Email promotions.
- e) Discounts and giveaways.

VII) Rinse, Lather, and Repeat

Now that you're done with Steps 1 - 6, Step 7 is simply to keep doing what you're doing. Yes, seriously!

Your ongoing work as an affiliate marketer will be to repeat steps 4 - 6 on a continual basis. Building a site up to a point where it can make you consistent income takes a bit of work and you must be willing to constantly create, promote, market, innovate and of course, sell.

Lesson no. 8 – Top 10 Affiliate Network in World

THE TOP AFFILIATE NETWORK IN THE WORLD

I) Terraleads

terra leads[®]

It is the world's first CPA Hub and a direct advertiser of nutra offers represented in the following categories: beauty, diet, health, and adult. TerraLeads works by a COD model and provides the highest approval rates thanks to the local call-centers with native speakers on-board. TerraLeads distinguishing features are the in-house production and local warehouses in unique geos in Europe and Asia. After becoming TerraLeads partner, one gets 24/7 multilingual support, free translation services, possibility to track leads in real time, use the cutting-edge technologies, and withdraw money daily via multiple e-payment systems.

II) Clickbank



CLICKBANK[®]

Clickbank is huge. And it's been in the game for over 17 years. ClickBank's focus is digital information products. As one of the largest online retailers, ClickBank has a vast library of over 6 million unique products in order to reach 200 million customers around the world.

III) Rakuten



Rakuten

Formerly Buy.com, Rakuten.com has grown into a monster. Rakuten ranks among the top three e-commerce companies in the world with over 90,000 products from 38,500 shop owners and more than 18 million customers. Among its numerous online properties, its flagship B2B2C (business-to-business-to-consumer) model e-commerce site Rakuten Ichiba is the largest e-commerce site in Japan and among the world's largest by sales.

IV) **CJ Affiliate by Conversant**



Formerly Commission Junction, CJ Affiliate by Conversant reaches millions of consumers shopping online through their affiliate marketing network. The Conversant, Inc. companies include Commission Junction, Dotomi, Greystripe, Mediaplex, and ValueClick Media.

V) **Amazon Associates**



Amazon.com needs no introduction. Amazon is an American electronic commerce and cloud computing company with headquarters in Seattle, Washington. It is the largest Internet-based retailer in the United States. Its affiliate network, called Amazon Associates, allows you to tap into over a million products to advertise to your customers.

VI) **ShareASale**



ShareASale has been in business for 15 years, exclusively as an affiliate marketing network. Their technology receives accolades for speed, efficiency, and accuracy and their reputation as a fair and honest business is well known within the industry.

VII) **eBay**



Many marketers don't even know that eBay has an affiliate network. eBay has now been online for over 20 years. The eBay Partner Network provides first class tools, tracking, and reporting.

VIII) **Affiliate Partners Ltd.**



Affiliate Partners Ltd. is one of the first affiliate networks in the financial industry and is known as the affiliate network with the highest payouts (CPA) up to \$600 for niches like trading, gaming, casino, sales funnels and many more. Working with them makes affiliate marketing much easier for you because of their very professional team which is always reachable in skype and by email. This network assures you the best affiliate network experience in the world with extra fast payouts and a 24/7 support.

IX) **Commission Factory**



The purpose of Commission Factory was to make performance-based marketing available to everyone and not require a steep learning curve in order to get involved and be successful. The platform has been designed to foster a spirit of collaboration between Merchants, Affiliates and Agencies in order to grow mutually beneficial and prosperous relationships. Because they have little to no barriers to entry Commission Factory has an enormously fast growing user base that enables companies of all sizes to discover the power of performance marketing.

X) Avangate

avangate

Avangate is a player in digital commerce that you may not be familiar with. Avangate, backed by a cloud platform, focuses on online commerce, subscription billing, and global payments for Software, SaaS and Online Services companies. More than 4000 digital businesses in over 180 countries trust Avangate including Absolute Software, Bitdefender, Brocade, FICO, HP Software, Kaspersky Lab, Telestream, Spyrix and CleverControl.



Lesson no. 9 – How to create amazon associate account?

The Amazon Associates program allows you to generate revenue by placing links to Amazon products on your personal website. Each time someone purchases a product by clicking on a link from your website, Amazon will give you a small commission. With a few quick tips, you can easily apply to become an Amazon Associate so that you can start generating revenue from your personal website.

In 3 steps we can create amazon associate account.

1. Creating account
2. Building profile
3. Waiting for approval

1. Creating Account

1. **Set up your website or blog.** To apply for the Amazon Associates program, you will need a website address. You will also need to be able to describe basic information about your website.

Consider developing a blog that will target a well-defined, niche audience. You'll need to have a specific plan to attract followers before creating your website.

Be prepared to describe what your website is about, what other advertising or affiliate listings you might have on your site, and what kind of audience your website is targeting.

2. **Visit the Amazon Affiliate program's website to create an account.** Visit <http://affiliate-program.amazon.com> and click "join now for free" in the top right corner of the screen. Sign into your existing Amazon account if you are already an Amazon customer by entering your email address and password. Click "sign in using our secure server" after you've finished.

Logging in with your Amazon account will link your Associates account. You can keep them separate, if you prefer, by creating a new Amazon account.

3. **Click "I am a new customer" to create a new Amazon account.** Enter your name, email address, and choose a password to create a new account. Click "sign in using our secure server" after entering the requested information.

If you are logging in with an existing account, verify that the address and contact information listed for you is correct. Click "select a new address" to make any necessary changes.

- 4. Indicate who is the main contact for the account.** Select the first bubble, labeled “the payee listed above,” to indicate that you are setting the account up for yourself. Select the second bubble, labeled “someone else...,” if you are setting the account up as a representative of a company. Click “next: your website profile” to finish setting up your Associates account.

You will be required to enter the company’s contact information if you are not setting up the account for yourself.

2. Building Your Profile

- 1. List the websites and mobile apps you plan to use as an Associate.** Compile a list of all the websites and mobile apps where you plan to display Amazon Associate links, banners, and ads. You must list at least one website or mobile app. The maximum number of websites or apps you can list is 50.

Amazon is looking for Associates who have websites that are highly trafficked, so it could hurt your chances of being accepted if you list unpopular or obscure websites. Focus on quality over quantity.

Make sure to list your websites or mobile apps in the form of a URL.

- 2. Answer questions about traffic and content to complete your profile.** Describe your website in as much detail as possible to have a better chance of being accepted as an Amazon associate. Follow the prompts to indicate what type of website you have, its subject matter, and how you drive traffic to your site.

Amazon will reject your application if your website does not have at least 50% original content, so make sure to describe what unique information you are providing to readers.

Indicate what kinds of products your website will feature. Consider focusing on higher priced items that feed naturally into the topics featured in your blog. For example, you could list kitchen appliances if you are writing a blog about cooking.

- 3. Wait for a phone call to verify your identity.** List your phone number then wait for an automated phone call. You will be given a PIN number that you will enter into the provided field to verify your identity.

4. Read and agree to the contract terms, then click “finish.” Click on the blue hyperlink to read the Amazon Associates contract terms. Once you’ve read the agreement, check the box to indicate that you agree to the stated terms. Click “finish” to complete your application.

Consider printing or downloading the contract agreement so that you can refer to it later.

3. Waiting for Approval

1. **Remember your Associates ID number and wait for approval.** Write down your unique Associates ID number that is generated for you once you’ve completed the application. Amazon will contact you within 1 to 3 business days to let you know whether your Associates account has been approved.

Don’t lose your Associates ID number as you may need to verify your account with it occasionally.

2. **Study tips on how to start making money with your Associates account.** Examine the tips listed below where your Associates ID is displayed. This will give you an idea of how to begin building links to Amazon products on your personal website or mobile app.

Consider how to select products that can be easily integrated with your website's content to generate increased product interest.

3. **Skim through the Associates Central page and add links to your website.** Browse the Associates Central page to find interesting products to link to your website. You will be permitted to add links as soon as you’ve submitted your application.

Keep in mind that you won’t be paid for any purchases made through your links until your account has been approved.

4. **Consider sharing product links on social media.** Look for products you know your friends and family will like to share on social media, making sure your affiliate code is in the link. This way, you can earn a little extra on everything sold on Amazon's main page.

To share a product link easily on Twitter, shorten the link first with a service like bit.ly.

5. **Choose how you'd like to get paid once your application is accepted.** Visit your Associates profile to indicate whether you'd like to receive a direct deposit, a check, or an Amazon gift card as payment for any sales you make. Add different kinds of product links and ads to your website to continue generating revenue.

Explore the different advertisement options available through the Associates Central page.

6. **Improve your plan and resubmit an application if you are rejected.** Study your notification letter to understand exactly why Amazon rejected your application to the Associates Program. They will generally list several specific reasons that can help you make necessary corrections before resubmitting an application.

If your website did not have enough original content, consider re-thinking the subject of your blog. Choose a subject about which you can write easily and are very familiar with.

If your website does not generate enough traffic for the Associates Program, research and implement strategies to drive more traffic to your website.



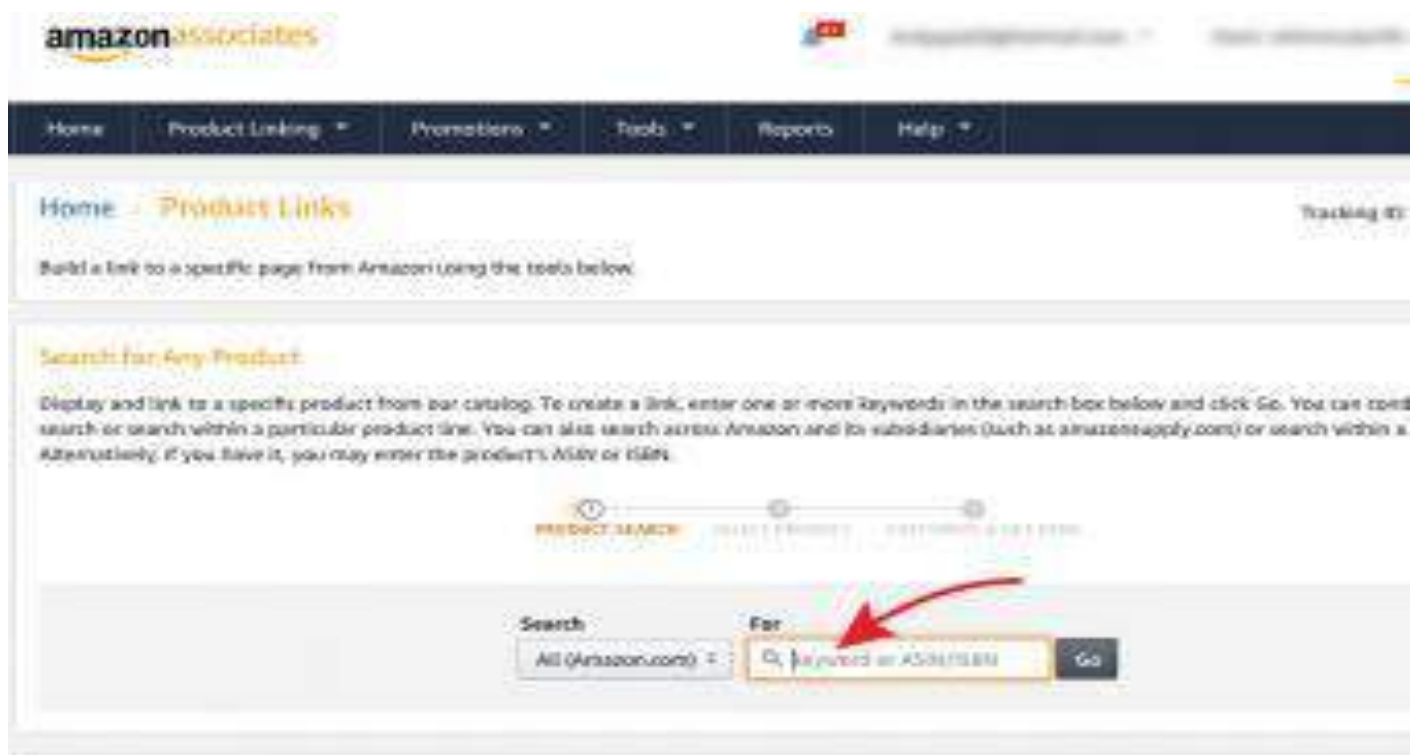
Lesson no. 10 – How to use amazon ads pixels on website

Creating Amazon Ads

Decide which type of ad you would like on your site by selecting it from the Product Linking tab. You can choose from Product Links, Banners, Native Shopping Ads, Mobile Popovers and Link to Any Page. Follow the instructions below and use the help on the Amazon Associates site to create your ads and start promoting.

Product Links

You can select specific products from the Amazon catalog and build links to them so they appear on your site.



1. Product links page On the Product Links page, enter the type of product you want to display in the search box and click "Go." A list of products shows below the search box.
2. Select the product that you want to promote and click the "Get link" button to build a link with text only, an image or both. You can also click the down arrow to generate a simple text link to the product.
3. Select how you would like to customize the link. For example, you can choose for the link to open a new window or show a border. You can also define color preferences. A preview shows what the ad will look like on your site.
4. Copy the HTML code that is generated and paste it into the code for your website where you want the ad to appear. It will contain your Associates ID.

Banners

Place banners near the top of your most popular pages. Banners can promote specific products, promotions, categories and more.

1. Click the type of banner that you want to place on your site from the links provided on the Banner Links page. These include Set and Forget Banners, Promotional Links, Rotating Banner Campaigns and Banner Links by Category.
2. Copy the HTML code that is generated (from the list of different sizes) and paste it into the code for your website. Like the product links, this code also contains your Amazon affiliate ID code.

Native Shopping Ads

Use these ad units to provide product recommendations in a responsive ad unit that coordinates with your content. You can place the ads within or at the end of your content so users can view your recommendations. Native Shopping Ads come in three formats.



Create search ads page

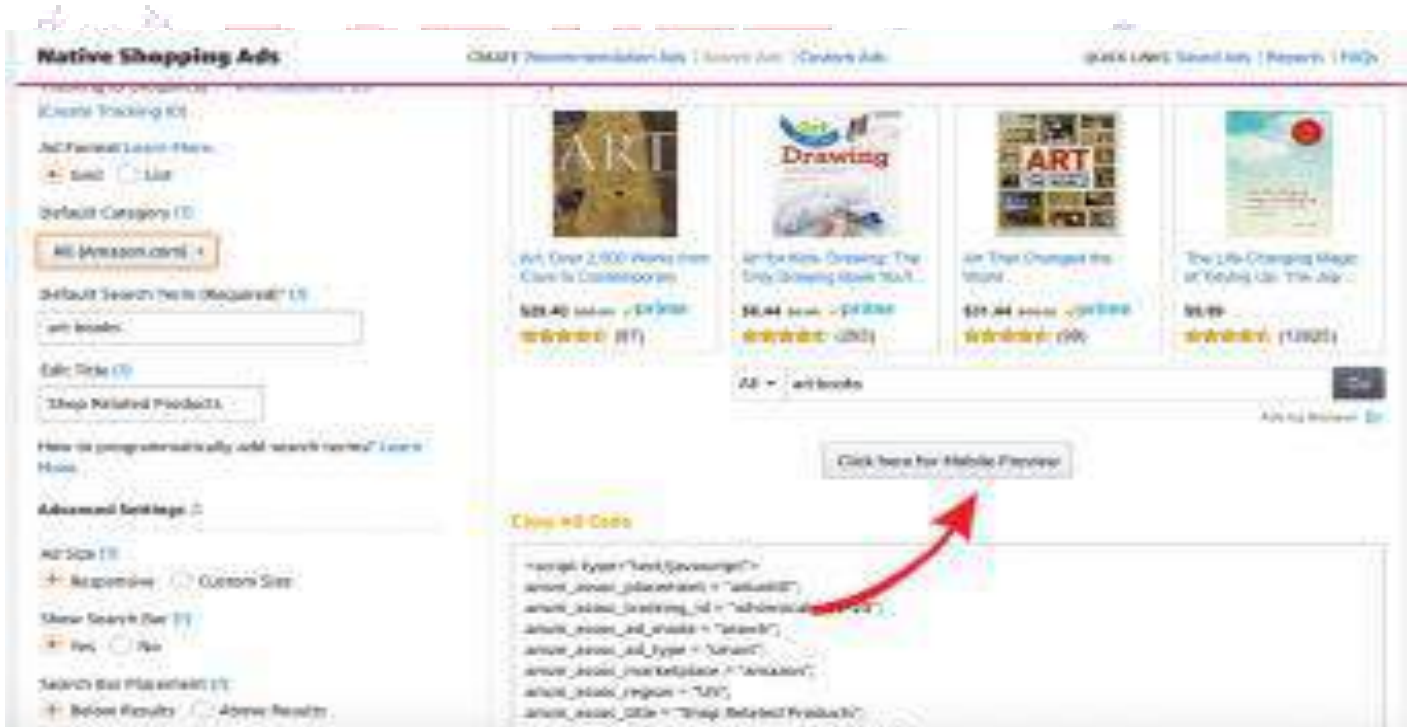
1. Recommendation Ads display relevant product recommendations from Amazon based on page content and the users that visit your page.
2. Search Ads show recommendations based on search phrases and keywords that you select or that are entered by visitors to your page.
3. Custom ads allow you to select your favorite products and display them with your post.

To create a Recommended or Search ad:

1. Click the Recommendation Ads or Search Ads tab.
2. Click the "Create" link at the bottom of the tab.
3. Select your preferences and/or enter search terms or keywords. A desktop preview shows on the page. You can also view a mobile preview.
4. For recommendation ads, click "Save and View Ad Code." The ad code is generated automatically for Search ads.
5. Copy the ad code and paste it into your website's code.

To create a Custom ad:

1. Click the Custom Ad tab.



The screenshot displays the Amazon Associates 'Native Shopping Ads' dashboard. On the left, there are various settings for the ad, including 'Default Search Terms (Required)', 'Edit Site', and 'Advanced Settings'. The main area shows a grid of product recommendations with titles like 'Art: Over 2,000 Works from Class to Classroom', 'Drawing: Ambrose Drawing: The Only Drawing Book You...', 'Art: Art That Changed the World', and 'The Life-Changing Magic of Asking for Help'. A red arrow points to a button labeled 'Click here for Mobile Preview'. Below the grid, there is a section for 'Click ad Code' with a text area containing HTML code.

Access the mobile preview

2. Click the "Create" link at the bottom of the tab.
3. Select your preferences, enter keywords and click "Go" to find the products that you can display on your site. A list of products shows under the search box.

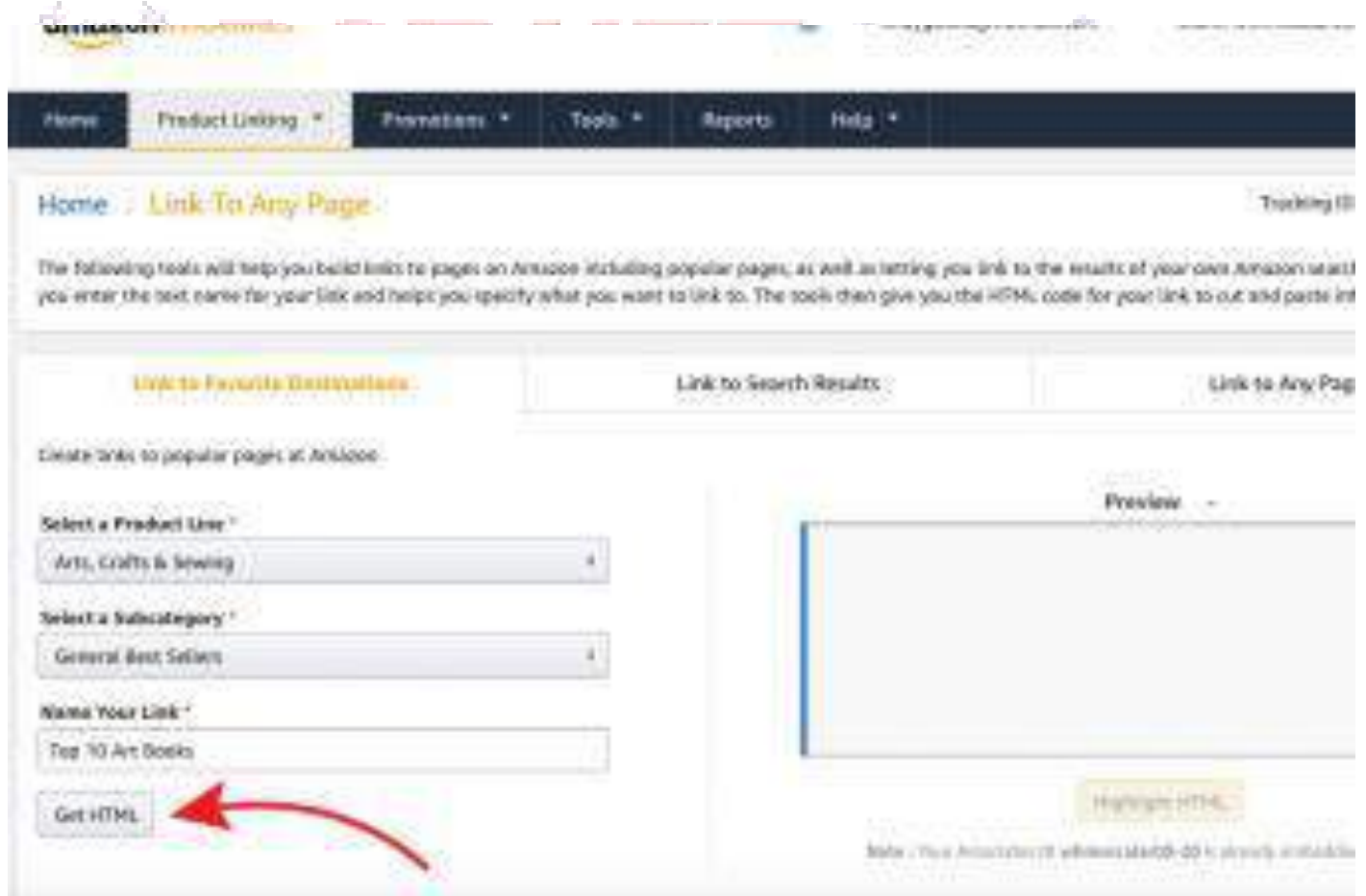
4. Click "Add" beside the product that you want to add to your site. You must add at least four products.
5. Ad code is generated and the desktop preview is shown. A mobile preview is also available.
6. Copy the ad code and insert it where you would like it appear on your website.

Mobile Popover

Add a popover that will show Amazon product information and prices each time an Amazon link appears on a mobile device.

1. Copy the Javascript displayed on the page.
2. Paste the code into the code for your website.
3. Refer to the "Learn how to copy the code to your website or blog" link on the Amazon Associates page to learn how to use this code for different types of websites.
4. Review the popover on your mobile device.

Link to Any Page



Get HTML code

Choose from building links to your favorite destination, search results, or to any specific page.

1. To build links to destinations or search results:
2. Select a product line.
3. Select a subcategory or enter keywords depending on if you are linking to a favorite destination or search results.
4. Name your link as you would like it to appear on your blog.
5. Click on "Get HTML."
6. Copy and paste the code into the code for your website.

To link to any page:

1. Find the page you want on Amazon.com and copy the URL from your browser's address bar.
2. Paste the link in the "Enter the URL" box in the Amazon Associates "Link to Any Page" page.
3. Name your link as you would like it to appear on your blog.
4. Click the link to "Get HTML."
5. Copy this code and paste it in your website's code where you want the affiliate link to appear.

Amazon Tools

You can use the many tools that are provided on the Associates' page to integrate products easily into your website and make them attractive to users. Some of the tools include:

1. **SiteStripe:** When you are logged on to Amazon as an Associate, the SiteStripe toolbar appears at the top of every page. You can use it to build a link to any page without having to access the main affiliate interface.
2. **Publisher Studio:** Use this browser extension when writing content to build text links or overlay a Shop Now button on images without leaving your site.
3. **Link Checker:** Check the tagging for a URL that links to Amazon.
4. **Product Advertising API:** Gain programmatic access to Amazon's product selection and discovery functionality. This is used primarily by developers.
5. **OneLink:** Link your US account to your Canadian or UK account. This allows Canadian and UK visitors to buy from their local Amazon store.
6. **Link Builder Plugin for WordPress:** Easily integrate Amazon products into your WordPress site.