Lesson no. 1 – What is Affiliate Marketing?
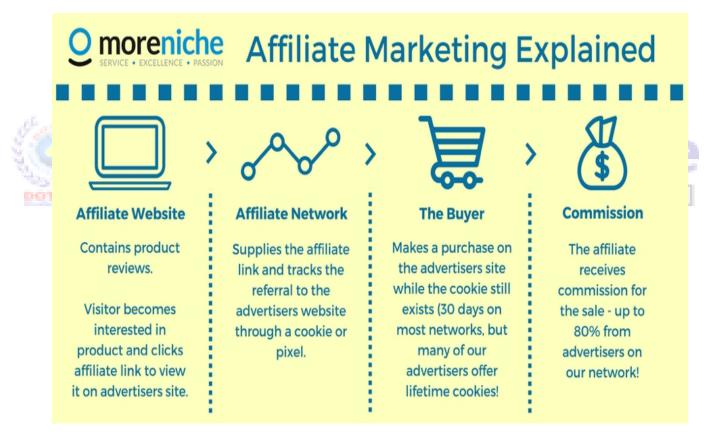
WHAT IS AFFILIATE MARKETING

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.

moreniche — SERVICE • EXCELLENCE • PASSION

Affiliate Marketing Explained

Affiliate Website

Contains product reviews.

Visitor becomes interested in product and clicks affiliate link to view it on advertisers site.

Affiliate Network

Supplies the affiliate link and tracks the referral to the advertisers website through a cookie or pixel.

The Buyer

Makes a purchase on the advertisers site while the cookie still exists (30 days on most networks, but many of our advertisers offer lifetime cookies!

Commission

The affiliate receives commission for the sale - up to 80% from advertisers on our network!

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.