

## 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