

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.