Affiliate Marketing 101: The Ultimate Hack to Making Money Online

Connectivity and teamwork are essential for making space in the digital marketplace. Affiliate marketing remains one of the best ways to build brand awareness, generate leads, and make money online. Whether you're a globally recognized brand or somebody looking to make some extra cash, affiliate marketing can help you find success, but what exactly is it?

Affiliate marketing is a type of marketing strategy where companies pay a third party or "affiliates" to share and boost traffic for the company's products and services. It's a practical and cost-effective way to build social proof with potential customers. Affiliate marketing stands out because it is a mutually beneficial tactic that is straightforward and relatively simple to start.

If you want to learn more, the rest of this article will further detail affiliate marketing, why it's so effective, and how you can implement this surefire tactic for your personal benefit.

What is Affiliate Marketing?

Affiliate Marketing is a performance-based strategy where someone is paid to connect consumers with a company's products or services.

Using branded/affiliated links to track and promote traffic to a retailer's desired landing page creates a mutually beneficial relationship for both parties. Ideally, this produces an advertising market built on consumers getting vetted products from creators and institutions they trust.

Types of Affiliate Marketing

- **Unattached Affiliate Marketing** describes when the affiliate is not associated with the brand, product, or industry. They are simply a generalist advertiser or promoter who shares various products with a wide range of audiences.

- **Related Affiliate Marketing** occurs when an affiliate only promotes products/services that align with their own audience. This typically describes bloggers, YouTubers, and other content creators. This style of affiliate marketing is particularly effective because it is built on influencers speaking to an audience that already trusts them.

- **Involved Affiliate Marketing** involves creating content that incorporates affiliated links. This includes blogs, product reviews, video tutorials, or any other content that presents an issue and highlights how a product/service can help fix it.

Why It Works

To this day, *Wheaties* still features famous athletes on every box of cereal. Why? It's effective! The quickest way to get a person to do something is by having someone they trust ask them. This is why endorsements remain so effective even in our modern age. Affiliate marketing works so well because it is built on the exact same principle while pushing it even further.

The two biggest hurdles any growing business faces are getting people to see its products/services and getting consumers to trust the brand. While a celebrity endorsement can help a brand build trust with consumers, it typically won't help it attract new customers. However, with affiliate marketing, you help build your brand's trust and put your products in front of a whole new group of potential consumers.

How to Implement

Affiliate marketing is highly effective and relatively simple to get started. With the help of an affiliate network, it's super easy to find affiliate brands and tools to generate and manage affiliate links.

Payment Structure

It's important to note that not all affiliate marketing programs pay the same. So, if you want to make the biggest return on investment, you need to understand the different payment models.

Per click pays the affiliate every time an individual clicks the affiliated link and goes to the brand's website.

Per lead pays the affiliate whenever a potential consumer visits the brand's website and performs a call to action (like making an account or signing up for a mailing list).

Per sale describes when an affiliate earns a percentage commission on every sale made by customers using their unique product links.

Conclusion

Whether you're a growing business looking to scale up your productivity or just someone looking to make more money with a side hustle, affiliate marketing can be the missing link between you and success.