

Affiliate Programs

Last week we touched on Affiliate Programs because the concept was similar to Affinity Partnerships.

Online Merchants use affiliate tracking software to reward partnering web sites for their referrals. There are so many online merchants using affiliate marketing that aggregation systems have evolved to help facilitate commissions and tracking for both web publishers and merchants.

There are lots of affiliate aggregates, here are the most popular ones.

Aggregate Affiliate Programs:

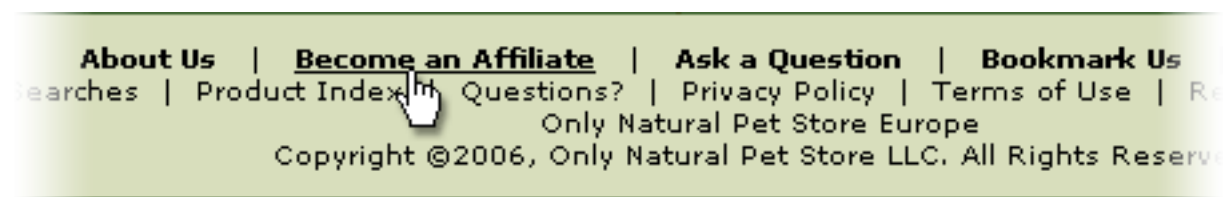
- www.cj.com
- www.linkshare.com
- www.clickbank.com

Why do you want to be an affiliate?

By joining an affiliate program you can earn commissions on banners or text links on your site that refer business to an online merchant. In this way you are monetizing the traffic on your web site.

What to look for

Let us say you have a web site or blog that talks about pet health. There are a lot of pet health products that you could refer people to and those companies more than likely have an affiliate program that you can join. These links are usually found at the bottom of the page in the footer area.



You might find the term partner program in place of affiliate.

If you choose complimentary affiliate partnerships you are also adding some value for your clientele. With that in mind, don't sign for a bunch of affiliates just for the sake of doing so. You may risk diluting your message to your readers or customers. Stay consistent with your theme. It makes more sense.

And might make more cents...for you.

Aggregate Programs

Above we listed the big players that aggregate affiliate programs from many online merchants. In essence it is a one stop shop to find affiliate programs that would work with your web site's theme.



Commission Junction has been around from the beginning of the affiliate game and is a well known and trusted source for affiliate marketing both from a merchant and web publisher perspective. All you do is sign up with Commission Junction and fax in your 1099 info. Then, if accepted, you can login and search for affiliate commission offerings from various merchants.

You will find a lot of big merchants use Commission Junction like **Best Buy** or **Staples** with products you can trust to refer to others.

Each will require a signup for each offering but that is the beauty of an aggregate program like CJ, you can select multiple offerings and signup with a simple click.

You can visit you list of affiliate partnerships and pull coded links and banners to use on your web site. It is just a matter of cut and paste.

Some merchants have their own affiliate tracking that may be built into their shopping cart software and others simply use a 3rd party aggregate like the ones mentioned above.

Warning!

If you search for affiliate programs online do not fall victim to affiliate scams. As of this writing I was appalled at the amount of disingenuous offerings and get-rich-quick scams out there. It definitely muddies the waters for affiliate marketing. My advise is to choose products that you know and trust and seek the affiliate program from the merchant side not from the open web.

Will You Get Rich?

Probably not. The whole idea is to help off-set the cost of web ownership. The more you put into it the more you will get out of it. Affiliate marketing is an opportunity to make some money. Go with big companies that have recognized brands and you will probably save time and unwanted headaches.

We hope you find this a useful web marketing tip. Don't worry if you yourself can not cut and paste affiliate banners and links into your site. The point of our information is to help educate you. Knowing what to ask for is half the battle.

In our next installment we will be talking about using stock photography.



Posted on September 1st, 2007 by Karl Knelson