NAMS

Novice to Advanced Marketing System

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Part 1: The Basics of Affiliate Marketing

- ✓ Affiliate marketing is a way to boost your revenue while reaping all the benefits of reaching a wider audience for your site.
- ✓ The affiliate marketing arrangement between a site owner and an advertiser can be very lucrative and can be instrumental in taking your business to a higher level by selling more products and services.
- ✓ A simple explanation of affiliate marketing is that it's an arrangement between an online marketer's website and an affiliate's (associate) web site where one party pays the other a commission to drive traffic to the site.
- ✓ The agreement between the merchant and another web site owner are usually arranged in the following ways: Pay per sale, pay per click or pay per lead.

Becoming an Affiliate

- ✓ Join an established affiliate organization. ✓Apply directly to an advertiser.
- ✓ Affiliate networks usually have several perks to offer. They already have established relationships with advertisers and can assist you in choosing the brands that will bring revenue to your website.

Making Affiliate Marketing Work For You

- ✓ You can't just post an ad for an affiliate offer on your site, sit back and hope the commissions will come rolling in.
- ✓ You have to make a stab at knowing what the affiliate industry is all about and how best to optimize it for your needs.
- ✓ You may want to join an online group, subscribe to publications and find other avenues that will keep you updated on all aspects of affiliate marketing.

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- ✓ Some other things you should take into consideration before becoming an affiliate marketer include the following:
  - Who is your audience?
  - Promote what you love.
  - Learn from the experts.
  - Become familiar with Information Technology and Web in general.
  - Attract customers with content.
- ✓ Affiliate marketing is based on making sales that benefit your audience and those who advertise on your site. After your strategy is created, you'll need to review the performance of the ads on a continuous basis.

Part 2: Learning the Lingo of Affiliate Marketing

- ✓ **Above the fold** – A section of the website that a visitor sees on the browser before having to scroll down.
- ✓ **Affiliate agreement** – An agreement that clearly states the legalities, expectations and rules for both the merchant and the advertiser.
- ✓ **Affiliate program** – An agreement between a person (affiliate) and a merchant that encourages referrals to products and services by involving revenue sharing.
- ✓ **Cookies** – Used by websites across the net, cookies are used to identify a user that visits a site and track the conversion.
- ✓ **CPA (Cost-Per-Action)** – A platform where the merchant pays for individual actions taken by the visitor after viewing an affiliate's ad.
- ✓ **CPC (Cost-Per-Click)** – The amount to be paid for an individual click on an advertisement.
- ✓ **CPL (Cost-Per-Lead)** – A platform used by merchants to pay affiliates for every qualified lead sent to their sites.

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- ✓ **CTR (Click-Through-Rate)** – a way of knowing the percentage of visitors to your site who click through from a link contained in an ad from an affiliate's site.
- ✓ **Indie Program (Independent Affiliate Program)** – An affiliate program run by a merchant that uses affiliate software rather than an affiliate network.
- ✓ **PPC (Pay-Per-Click)** – A platform in which the merchant pays a commission for each click from an affiliate's website to theirs.
- ✓ **ROA (Return-On-Advertising)** – The amount of money made from a particular advertising campaign.
- ✓ **ROI (Return-On-Investment)** – A method of calculation that tells you how much gross profit you made from running a sales or promotion campaign.
- ✓ **Squeeze Page** – A web page dedicated to a desired sale or conversion (sign up, etc.).

Part 3: A Beginner's Checklist of Affiliate Marketing Tasks

- ✓ Select a Niche
- ✓ Find an Offer You Want to Promote
- ✓ Popular Networks to Choose From – JV Zoo, Share-a-Sale, Commission Junction, Amazon, ClickBank, Ebay Partner Network
- ✓ Targeting Traffic to a Blog or Website
- ✓ Blog About Products or Services that You're Promoting.
- ✓ Add Affiliate Links to Your Content

Setting Yourself Up for Affiliate Marketing Success

- ✓ Build Trust.
- ✓ Be Above-Board in Your Actions

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- ✓ Meet the Needs of Your Audience
- ✓ Select Your Promotions Carefully
- ✓ Always be relevant and up-to-date
- ✓ Be patient
- ✓ Considering offering unique incentives to beat the competition

Part 4: The Future of Affiliate Marketing

- ✓ Addition of Digital Marketing Channels
- ✓ Global Reach Through Affiliate Marketing
- ✓ Retailers Will Strengthen their Mobile Commerce Capabilities
- ✓ Niche Publishers Will Have More of a Presence in Affiliate Marketing Networks
- ✓ Advertisers Will Use Data to Provide Shoppers With More Positive Shopping Experiences
- ✓ Affiliate Nexus Tax and The Internet Tax Freedom Act will Be a Hot Topic
- ✓ Consolidation Will Occur in the Industry

Part 5: Final Thoughts about Affiliate Marketing

- ✓ Affiliate marketing may seem daunting to newcomers, but it really isn't when you consider the amazing technology that's at our fingertips today.
- ✓ The bottom line is that it takes patience and diligence to become a successful affiliate marketer.
- ✓ There are no shortcuts.

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