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LOCKDOWN ICT SKILLS ACQUISITION

Training Style: Texts, Video Tutorials, and Graphical Illustrations

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Module 3:

Duration: 2 Hours

Lucrative ICT Skills for a Thriving Digital Economy

Day 7

Affiliate Marketing

Culled from the PediaK book titled,
"Empowering Youths With 30+ Lucrative ICT Ideas"

CHAPTER 25

AFFILIATE MARKETING

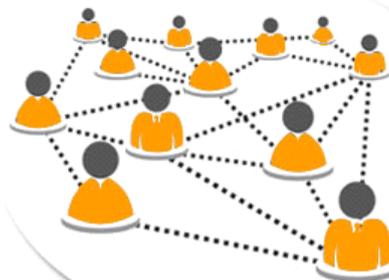


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BACKGROUND

Affiliate Marketing is for an individual who does not want to work for various firms but wish to earn income at home by simply promoting their products and/or services.

This is a technique where other business owners, websites, publishers, merchants will be responsible for advertisement and promotion of other businesses. This marketing strategy is always automated, where an advertising agent (mostly a website owner) or a merchant hires a webmaster to place the referring banners or links or button on his/her own website.

There is always a referral fee or commission from each sale when a customer has clicked the affiliated link which lands him or her on the target website owned by a merchant to perform the intended operation maybe to subscribe for a service, buy a product, fill a form, register on a platform and so on.

The crucial requirement for success in affiliate marketing is to target the right audience and generate massive traffic to what you are marketing as an affiliate. All you need do is keep promoting your website till you get flooded with traffic.

Based on consumer research, always take note that only 2 out of 200 target audiences are likely to buy your products or subscribe to your services via the online advertisement. Invariably, if you have 2000 hit counts for your website daily, it means that you will end up making an average of 10 sales based on the result of the statistical research.

TECHNICAL SCOPE

The 4 major players to consider before starting an Affiliate program:

- The merchant can sometimes be referred to as a retailer or a brand. As a prospecting affiliate marketer, look for the right brands to advertise, promote and market. You need to choose the right affiliate product/service you can easily promote. It is always advisable to choose the product/service that you have a wide knowledge about. If you are a medical practitioner, you can easily market pharmaceutical products.
- Choose a network that contains offers you can choose from and also takes care of the mode of payments.
- The publisher can also be referred to as an affiliate, promoter or advertiser. You can always generate your affiliate links for each product/service. Strategically, always remember to vastly apply the use of URL shortners such as; Goo.gl , t.co, tinyurl and so on.
- The customers are the various target audience and end consumers.

As an affiliate marketer, you need to locate your target market, which is the particular category of people you want to market the products or services to.

The most common types of affiliate programs include:

- Pay-per-click (paid search engine marketing)
- Pay-per-lead, and
- Pay-per-sale
- Organic search engine optimization (SEO),
- E-mail marketing
- Content marketing
- Display advertising

BENEFITS & ECONOMIC IMPORTANCE

- It's a cool means to generate income and anybody can do the business.
- It is not capital intensive; you don't need many funds to set up a facility for the business. All you need is a good computer system with consistent internet access.
- It's a good freelancing job, and an individual can do the business in-house.
- An individual in Nigeria can work for a firm in the USA to promote their website, products and/or services and earn income right in his bed.

ASSIGNMENT

Follow the steps below on how to be an affiliate marketer.

- Have a deep knowledge about the product you are opting to promote. You can develop something like product review in order to know customers' view about the product. Relatively, you can also do the same when opting to promote a service.
- You need to create a real online presence; secure a domain name and also purchase a hosting account. If you cannot afford to purchase a hosting account and a domain name, you can go for free hosting platforms, like free blogs, free web-hosting accounts. Though the free plans might have certain limitations.

- Develop distinct web pages to separately promote each product/service you are advertising. You can have a particular website and have several sub-domains for each of the products. It is more professional to have a different website or a sub-domain that mainly deals with each product/service.
- Having products review section on your website will go a long way. It will enable the website users to have the basic understanding of what the product is all about especially when they are visiting the site for the first time.
- You can take a further step by including testimonials by subscribers who already purchased the products or buyers who are using the products you are marketing. Displaying the pictures of such buyers/users doing the testimonials will really make the marketing strategy authentic and trustworthy.
- Composing write-ups and articles in order to describe the use of the products will enhance the richness of your web pages.
- As an affiliate marketer, you need to always keep a track of your keywords listed on your “meta-head”. Also monitor your results every day for testing.
- Be willingly ready to give free reports of your website activities to the website visitors. Such reports should be placed at a very sensitive area of the website. For instance, your daily traffic statistics when your website is a really pulling the crowd could be placed at the side bar of the website among other demographic web reports and analysis.
- Try and apply all these tips for several affiliate marketing programs. It will really aid your income generation on a long run.

BUSINESS CONSIDERATIONS

There are two ways to approach affiliate marketing:

- You can offer an affiliate program to others or
- You can sign up to be another business's affiliate.

Whichever way, you can always make your profit and break-even almost immediately because you don't really require much capital to set up its facilities.

About the Author:

Culled from the ICT Empowerment Book, titled, “**Empowering Youths with 30+ Lucrative ICT Ideas**” by Jawolusi Oluwaseun Solomon (@jawolusy) in 2016.

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