

## **What is affiliate marketing?**

Affiliate marketing is the process of promoting another company's products or services for a commission. Basically, you are a publisher and will be rewarded when you help a business by promoting their products or services. For example, if you sign up for our DollarDays Affiliate Program and promote our products, you will get a commission when the visitor you send from your site makes a purchase. Affiliate marketing is a simple, transparent model for earning an income online.

Make note, there is no way to make easy money. There are no magical tips to help you get rich overnight. Affiliate marketing requires a keen understanding of what you are doing and a strong commitment. It takes time to grow your affiliate program. Many people start becoming an affiliate marketer as a side job and slowly grow into a full-time livelihood.

You need to have a website where you can place banners and links. You also need traffic to your website. If you have a useful, themed website that provides information or targets a certain niche or demographic, you can casually recommend products that are related to your topic or theme.

To get traffic, you need to begin by building credibility by writing about something you know a lot about. Fresh content is what the search engines like, so be sure to add new content as much as possible so the search engines can give you a better ranking. And better rankings means more traffic to your site (more traffic means more sales!). You may also consider creating a blog to complement your website and develop a presence in social media such as Facebook, Twitter, LinkedIn, Pinterest, Google+ to drive more traffic to your site. Not only will this give you a greater reach and more exposure, it will help with your search engine rankings.

DollarDays provides you with a unique affiliate code that you can use to refer traffic to DollarDays.com. We have banners in all sizes and several product offerings. We'll even create banners to your particular specifications—just ask! When interested visitors click on these banners from your site, they are redirected to DollarDays.com. If they make a purchase, you, as the referrer, make a commission.

DollarDays tracks your sales performance through your affiliate ID that is in the code we email to you when you sign up. You also have access to all sales and sign up stats. We track everyone signing up through your site and the sales they generate. At the end of each month, we will send you a recap of who signed up and who bought. We will pay you 5% of all net product sales generated through your site. It's simple and doesn't cost you a dime.

## **Why become an Affiliate Marketer?**

Affiliate marketing is considered to be one of the world's fastest growing and best internet marketing techniques to earn money online. Why?

- **Cost effective:** As long as you own a computer and have a website, affiliate marketing on the internet can be started without spending a dime. (Although, as you grow, you may find yourself spending money Adwords and other smart marketing tools.) You don't have to worry about all the costs of opening a business. You don't need a physical business location or hire employees.
- **Global Market:** Online marketing gives you the opportunity to reach people all over the world easily.
- **No Fees:** You don't need to pay anything to join DollarDays affiliate program.
- **No Storage No Shipping:** You don't need to worry about storage, packing or shipment of the product(s). All of this is taken care of by DollarDays.
- **No customer support:** You don't need to provide any customer support or deal with consumer complaints. DollarDays does that for you.
- **Passive income:** Your regular job can give you a fixed income as long as you continue to work. Depending on your marketing skills, affiliate marketing can create a steady flow of income even when you are not in front of your computer. You can even make money while you sleep!
- **Work from home:** When you are at a point where you're making enough money, you might consider doing affiliate marketing full time. Imagine not going to work, getting stuck in traffic every morning or wearing a suit every day! You can work in the comfort of your own home. In your pajamas, if you want! And you can work your program on your schedule.

### **Tips on Becoming a Successful Affiliate Marketer**

Affiliate marketing is definitely an excellent way to make money online. It's highly competitive too. In order to be successful in affiliate marketing you need to know your market's needs, learn how to promote products and learn what works and what doesn't. Here are a few tricks on becoming successful in affiliate marketing:

#### ***1. Only Choose a Handful of Good Products***

The first mistake a lot of affiliate marketers make is that they register with too many different affiliate programs and try to promote everything. Pursuing affiliate marketing down this path can become very overwhelming and you won't be able to promote any product or service properly. Try to understand the market needs and look for products that align correctly with the topic of your site.

#### ***2. Use Several Traffic Sources to Promote Products***

Most affiliate marketers only put the ad banners on their site(s). There is nothing wrong with this approach but know that there are many other traffic sources that you can tap into and promote the products simultaneously. The more targeted traffic you can send to the sales page the more your chances are of making money.

Google Adwords, for example, can be used to drive targeted traffic to a sales page. You simply make an ad in your Adwords account then use your affiliate link in the target page URL of the ad. Obviously, you will have to continuously measure the conversions and see if the campaign cost is less than the campaign profit in order to keep the campaign running but I am sure you get the idea.

Social media is an excellent way to drive traffic to your site.

### ***3. Test, Measure and Track Your Affiliate Campaign***

It is a good idea to use different product promotion strategies to determine what is working and what is not. Try to do split testing and measure the performance of each campaign then take actions accordingly. Changing a few things here and there can increase your profit dramatically. Make sure to place the banner ads on different areas of your site's pages. Some positions will make the ads more noticeable than others.

### ***4. Stay Current with New Methods and Techniques***

Affiliate marketing is a very competitive field and people are always coming up with new techniques. Try to stay current with these new techniques and market trends otherwise you will fall behind. If you search the internet, you'll find enough information on affiliate marketing to become a savvy marketer!

That wraps it up for our affiliate marketing podcast. Are you ready to get started as a DollarDays affiliate? It's easy to do---go to [dollarDays.com/affiliatesignup.aspx](http://dollarDays.com/affiliatesignup.aspx). It takes about 60 seconds and you are ready to go!!

Thanks so much for listening. I hope I have answered your questions. If not, please email me at [sean@dollarDays.com](mailto:sean@dollarDays.com). Be sure to listen to next week's podcast about our WishList program for non profit organizations.

One last thing, here are excerpts from two emails we received from DollarDays affiliates:

Joining your affiliate program has been quite a journey. It was my first experience with affiliate marketing. Just like you said, I didn't make money overnight, but five months later, I am paying for daycare with the money I make from being an affiliate. My advice to newbies: never give up! Thank you DollarDays!

Debbie-Chagrin Falls, OH

Since my father retired he's had a bit of an adjustment trying to fill his time. I have been involved with DollarDays' affiliate program and am fairly successful. So, I bought my dad a laptop and signed him up. He's like a kid now---on the computer all day and already making money as a DollarDays affiliate. Plus, my dad and I have something in common to talk about now!

Fred Armstrong—Buffalo, NY