



INFLUENCER GUIDE TO AFFILIATE MARKETING

What is Affiliate Marketing?

Affiliate marketing is the process of earning a commission by promoting products and/or services from a brand or company to your audience.

Key Terms

Merchant / Advertiser

This is the company or person selling and distributing the goods or services to the end user. They are also known as internet retailers, e-commerce stores, service providers, etc. However, the two most commonly used are "merchant" or "advertiser". It's the affiliate's job to promote the merchant in order to drive traffic that will ultimately generate a sale (or other desired action).

Affiliate / Publisher / Associate

You, a person who promotes the merchant in the hopes of earning a commission or "payout" on the sale. Other terms for affiliates are internet marketer, publisher, advertising partner, performance marketer, or associate. The two most commonly used terms to describe the person who works on a performance-based model to drive traffic to the advertiser's site are "affiliate" and "publisher".

Affiliate Network

Also known as an "affiliate tracking platform, an affiliate network is to help track affiliate sales and performance, assist with technical issues as needed, connect affiliates to merchants through exposure and support, help with payouts, and at times compliance. The four biggest affiliate networks in the retail space are Commission Junction, Rakuten, Impact, and Awin.

Earning Passive Income as an Affiliate

As an influencer, creating content is key (and time-consuming).

Unlike promoting with an upfront payment where you get paid once for your work, affiliate promoting offers a continuous possibility to earn revenue. By implementing affiliate links into your content, visitors have a chance to find, click-through, and purchase earning you commission long after you've done the work.

How It Works



Publisher (blogger, Website, etc.) partners with a merchant.



Publisher puts ads on their site, writes review, etc.



Consumer clicks through to brand's website and converts



Action is tracked and Publisher is paid commission.

HOW TO PROMOTE

Banners

Offered through the applicable affiliate network, banners are an easy way to start promoting with little effort.

- Strategically placing affiliate banners on your site can entice visitors to click. You can place one in the sidebar of your site, as a header banner, or anywhere else you have space.
- When blogging, adding a 728x90 banner or 300x250 banner mid-article can help bolster both your click-through rates and increase your chance of driving sales.

Text Links

Similar to banners, text links can be found in the applicable affiliate network and can be used to promote a brand or company.

- Affiliate links are very versatile when promoting. They can be used within your article copy, in place of a keyword, or as a call-to-action (CTA).
- Check your most searched for posts – is there any opportunity to insert a text link on any relevant keywords? If the answer is yes, replace those keywords with an affiliate link so you can earn from them!

Getting Social

Influencers and social media go hand-in-hand, and affiliate marketing is another tool to monetize your social effort.

- An Exclusive Offer or Promo Code works great with quick posts (e.g. Stories). For channels like Instagram, these codes help improve tracking of your referred sales.
- Tweet about your favorite products and services with a unique link to click through.
- If you've used the brand/company, feature review posts on Facebook and Instagram with visual examples.

If interested in partnering or if you want to learn more, please let us know!