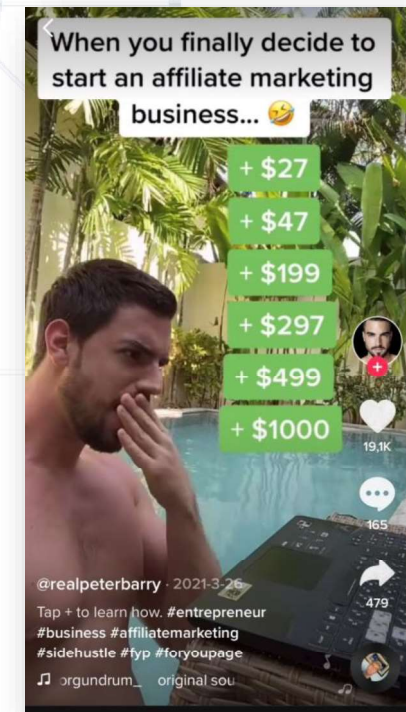
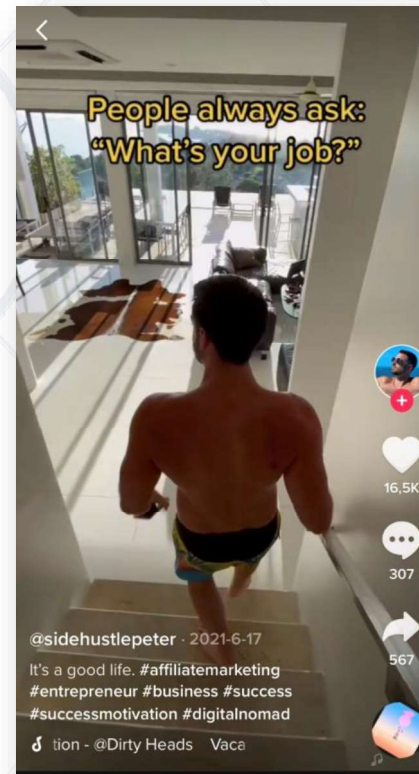
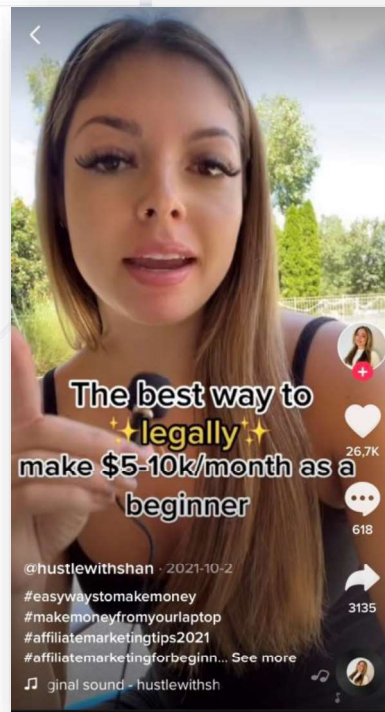
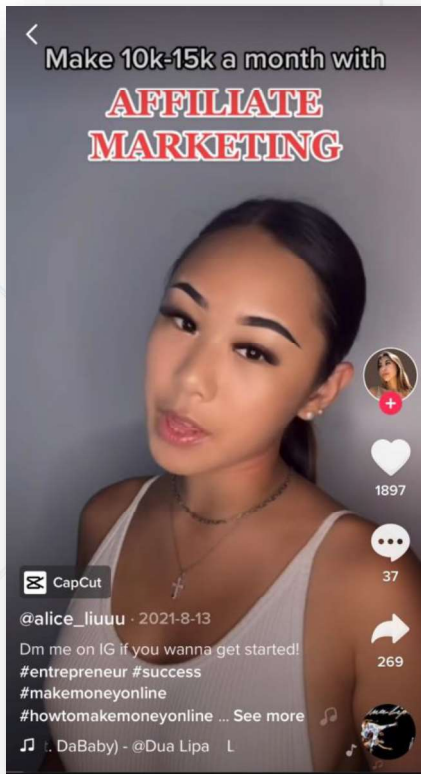


Introduction to Affiliate Marketing

Affiliate Marketing



“Affiliate marketing”

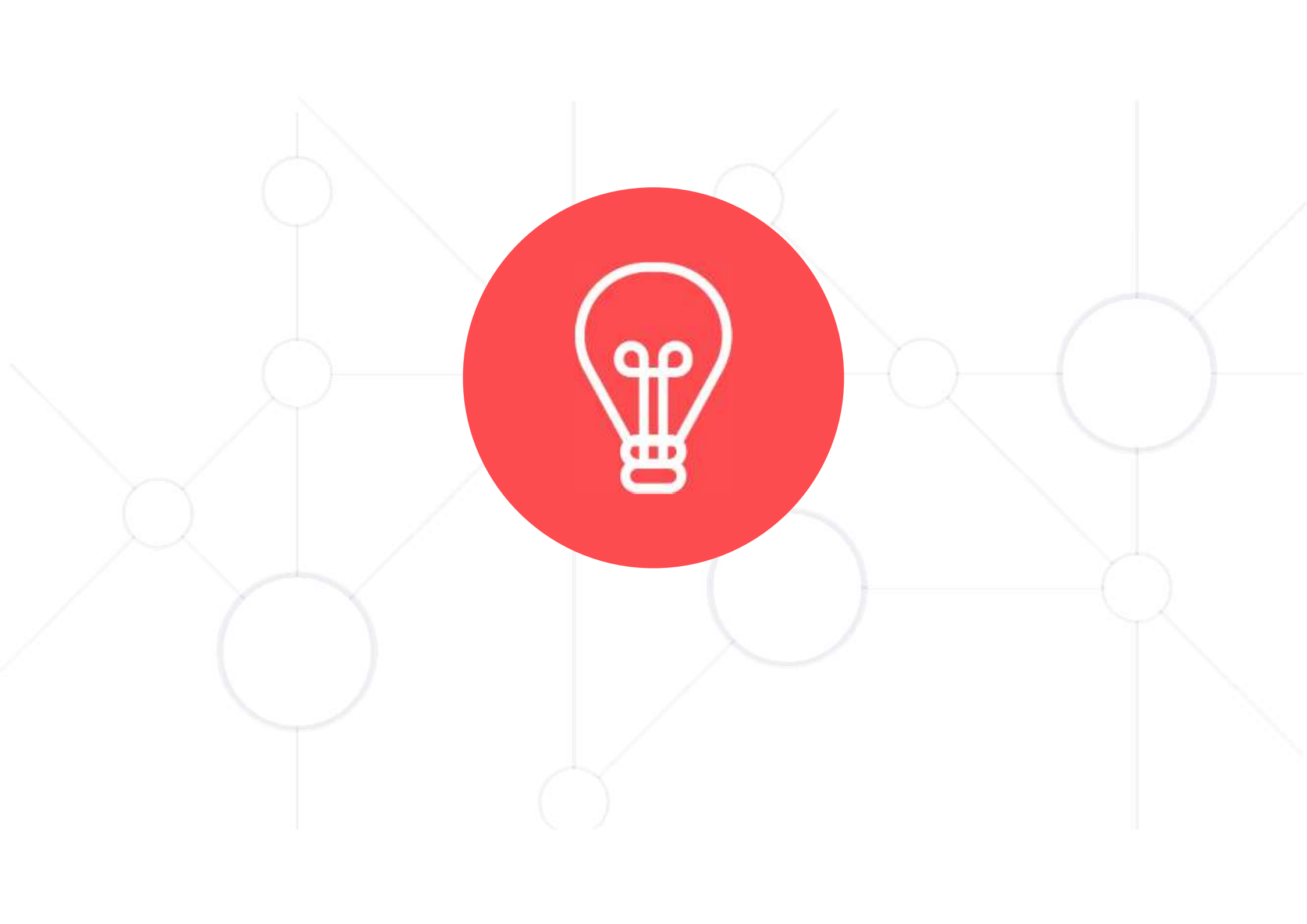


Welcome

You get an affiliate link 



And you get an affiliate link!
Everyone gets an affiliate link! 



Lectures

- Schedule:



Course overview

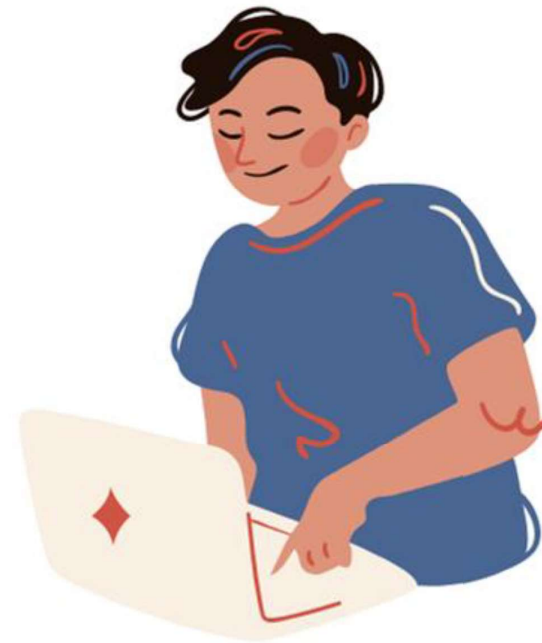
- Introduction
- Affiliate programs and content
- Roles in affiliate marketing
- Verticals, target groups
- Traffic and sources of traffic
- Commission models, results
- Trends



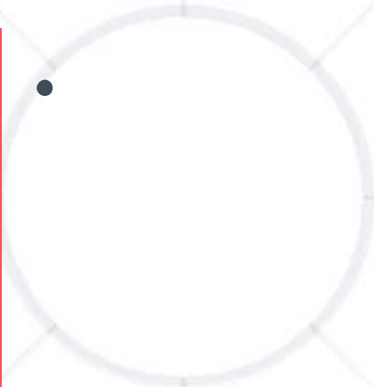
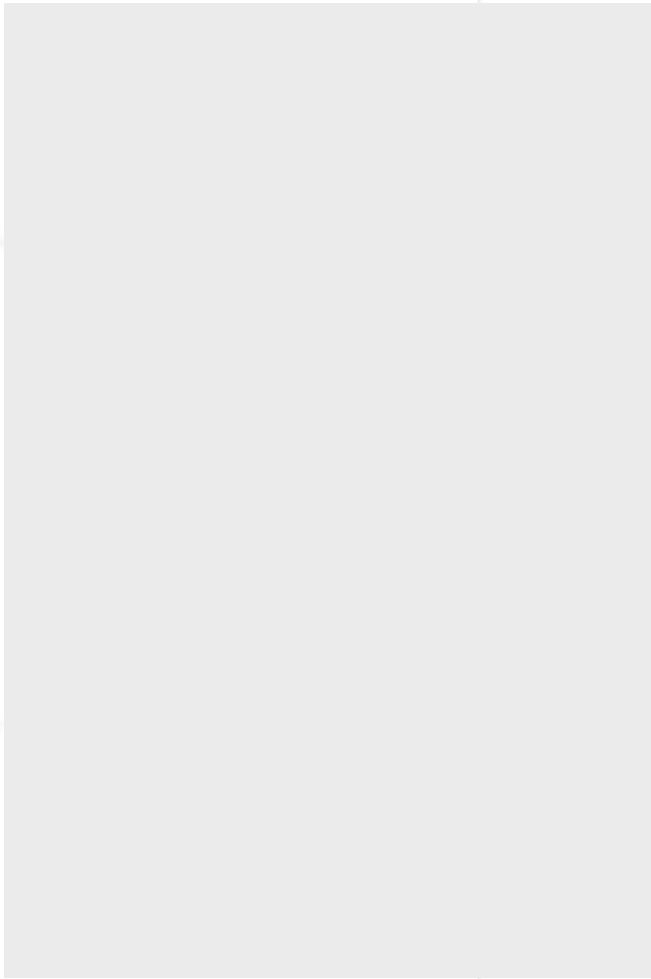
- [Softuni website](#)
- [Facebook group](#)
- Extra resources



Exam



lecturer



- **Atanas Atanasov**

Marketing Director at Videnov

- **Etien Yanev**

Marketing lead at Atos

- **Georgi Todorov**

Founder of ThriveMyWay

- **Vilislav Slavev**

Digital Marketing Specialist

at Offerista

- **Gabriela Sanchez**

Senior Email Marketing Specialist

at Progress

What about you?



It'll be great if you present yourself in the FB group



Break

15 min



Questions?

Table of contents

- What is affiliate marketing?
- How does AM work?
- How has AM changed over the years?
- Sources of information
- Affiliate marketing benefits





**What is
AM?**

Digital marketing



| a wide range of techniques for advertising products on various digital platforms

Affiliate marketing

Advertising model in which a company compensates affiliates for generating traffic and desired actions to the company's products and services.



| increase in sales | popularizing brands | passive income

Affiliate Marketing Spending in the United States from 2010 to 2022

(in billion U.S. dollars)



Source : Statista

Is AM a real business?

- It takes long-term thinking, patience, hard work
 - Online, lower initial cost
 - Brand loyalty, value, a sense of community
 - It's not a “push-button-make-money” strategy
 - Focus on solving problems, educating people
- *not everything is a problem

Is AM an effective marketing strategy?



- **Almost doubled in the last 5 years**



Currently, one of the most popular marketing strategies

- **All sides benefit from AM**

Affiliates generate income and increase audience

Merchants increase revenue and attract customers with lower costs



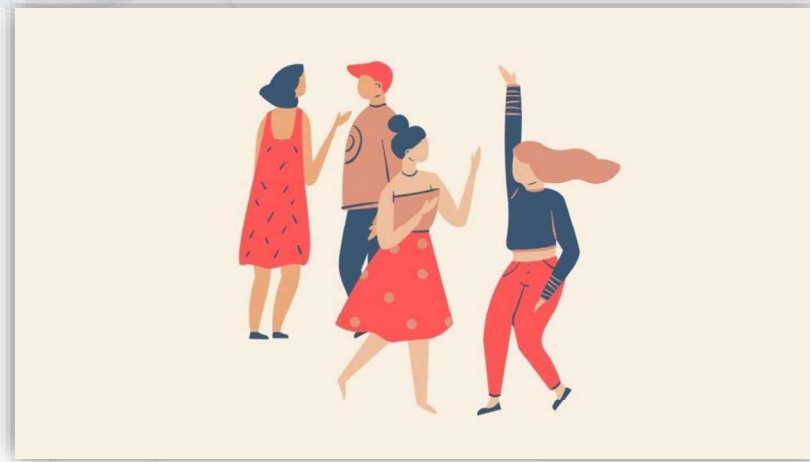
Quick statistics

- Affiliate marketing accounts for 15% of total revenue from digital media
- It is estimated to reach \$8.2 billion in 2022
- 35% of affiliates earn more than \$20,000 per year



Some characteristics

- Performance-based
- You decide on time and efforts
- Appropriate if you want to build an audience or you have one



| a good option if you're not ready to create your own product or service but want to advertise

Example

- Myprotein

Aims to get new customers to register and buy their products

- Bloggers, content creators, digital marketers, influencers, etc.

Promote the products among their audience

- Affiliate networks

Medium between the two

Some characteristics [2]

- **Relevancy**

It is key for your potential customers

- **Doing money without giving money?**

Nowadays everyone has a smartphone and a laptop

- **The legal side**

Laws and regulations, f.e. the scope of the affiliate program



**How does
AM work?**

How does AM work?



| one unwritten rule: advertise products you believe in and remember you advertise to people

People are asking themselves:



The answer is: it depends on you

Building relationships with potential clients takes time

You need to build your personal brand, choose products you believe in, be authentic, and provide value for people

A network diagram consisting of a central red circle and several surrounding grey circles of varying sizes, all connected by thin grey lines. The central circle is the largest and most prominent. The surrounding circles are smaller and arranged in a roughly circular pattern around the center. The lines connecting them form a complex web of connections.

Break

15 min



Questions?

Types of AM [since 2009]



Affiliates are a bit mysterious, sometimes you don't know if they've tried the products

- **Unattached**

You have no authority in the niche of the product you're advertising, no relation between you and the customer

- **Related**

You use your influence to promote products and services that followers may actually need, one bad product and you lose people's trust

- **Involved**

You only recommend products and services you've used and truly believe in, it takes time

“Involved affiliate marketing is the only genuine way to become a trusted source on any topic.”

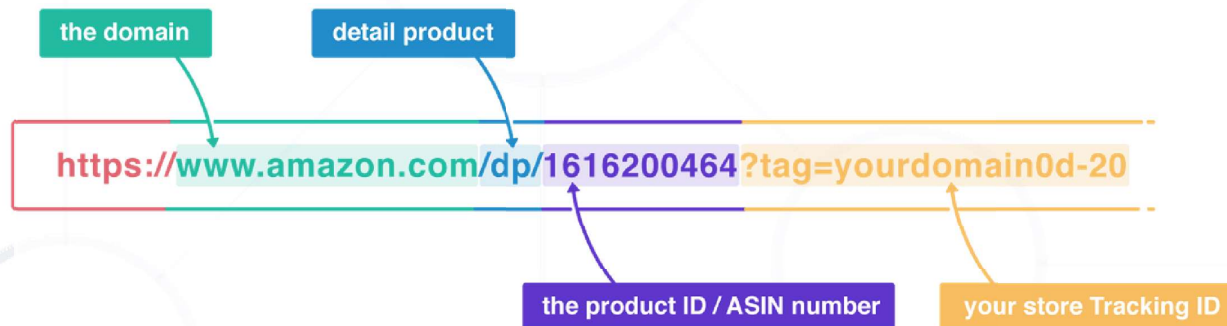
- Elise Dopson



Affiliate links

| unique URL address| created for you | used for tracking of leads, conversions, etc.

Anatomy of an affiliate link



Amazon Associates | Example Affiliate Link: <https://www.amazon.com/gp/offer-listing/B07FCMKK5X/?&tag=example>



**How has
AM
changed?**

How has AM changed over the years

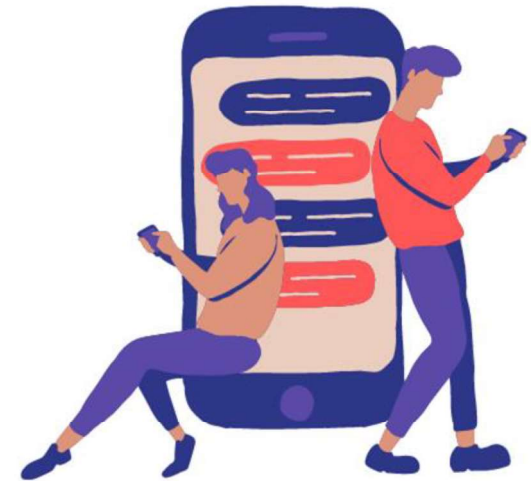
- Affiliate program's size

Quality over quantity

- The rise of mobile

- Social media

- Affiliate tracking technology



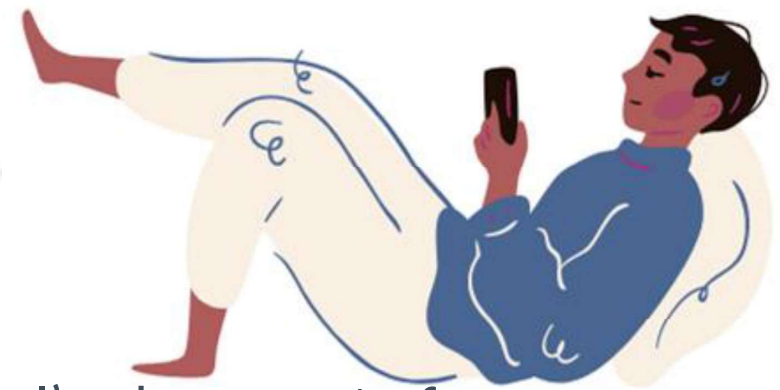


Sources of information

| staying on top of trends is important for affiliates

News and sources of information

- Forums | Affiliatefix, Mymediads, I Am Affiliate, affLIFT, STM, etc.
- Social media | LinkedIn groups
- Telegram groups
- Sites | Zeropark, Affiliateinsider, Forbes
- Courses, events & workshops



| on the website you'll find a list with groups and forums I've been part of

 Affiliate Marketing - Affiliates, Merchants, Publishers and Program Managers



Aleksandra Kisova

Digital Marketing | Affiliate Marketing

7mo • Edited • 

Hello, affiliate community, 😊

I am Aleks, an affiliate manager at ROIKingdom with 🚫 exclusive offers 🚫
Feel free to text me for details: 💡

S: live:cid.78a6e94fef63876f

T: @AleksandraKisova

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registration,
Database, Display,
Email Marketing,
IB, Incent, Lead
Generation , Non-
Incent, Podcasting,
Pop Up/Under, Pre-
call , Rating Sites,
Search Engine,
Social Media,
Video, Other

Basis CPA

Platform Desktop, Mobile

Start making money on the audience you already have!

\$ a world-class affiliate network
\$ the best in-house landing pages with proven CR for your max ROI
\$ lightning speed payouts via multiple payment methods
\$ in-house design team to nail your creative needs
\$ fully dedicated to monetize your traffic

Let's Monetize Every Opportunity!

Contact me for more details:

Skype: live:.cid.78a6e94fef63876f

Telegram: @AleksandraKisova

LinkedIn: <https://www.linkedin.com/in/aleksandra-kisova-501715128/>

 Bump Up

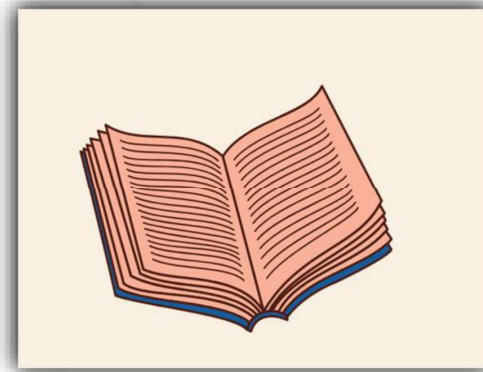
 Edit

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ACTIVE ▾

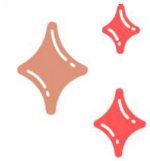
Weekly tasks

- Every week you'll have a small task
- One of those who complete all tasks will receive a book from me



Weekly task [1]

- Find a website
- Post a link a comment in the FB group +
- Write 1 thing you found interesting



| deadline: 17.04.22, 23:59



Benefits

Benefits

- Higher demand
- Self-employed
You decide on the time and efforts
- Passive income
- Low costs and low risk
- Increase in followers



Benefits [2]

- You don't need to be an expert to start
- You don't need to invest in creating a product
- It's easy to scale



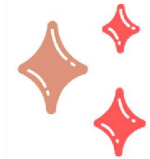


The beauty of affiliate marketing is that you don't need to invest the time and effort to create a product to sell.

- Affiliate Marketing is focused on generating traffic and desired actions to a company's products and services
- It links a company, affiliates, affiliate network, and clients
- Sources of information are everywhere

Weekly task [1]

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- Post a link a comment in the FB group +
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| deadline: 17.04.22, 23:59



Questions?

Diamond Partners



Organization Partners



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