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Tech Solutions Pvt. Ltd.

Affilate Marketing

@softcrayons

AFFILIATE MARKETING

About Course

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

AFFILIATE MARKETING

CURRICULUM

① **Introduction To Affiliate Marketing**

History of Affiliate Marketing
Frequently asked questions about Affiliate Marketing
The basis of Affiliate Marketing
How affiliate Marketing works
Affiliate Program payment methods
Cookies and Affiliates
Tiered Affiliate Marketing
Cross selling and up selling
Multi tier marketing and commissions
List of affiliate marketing software

② **Affiliate Marketing Platforms**

Affiliate marketing with Commission Junction
Affiliate Marketing with LInkshare
Affiliate Marketing with One Network Direct
Affiliate Marketing wit ShareASale
Affiliate Marketing with Plimus
Affiliate Marketing with Amazon Associates
Affiliate Marketing with Flexoffers

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Affiliate Marketing with clickbank
Affiliate Marketing with Commission Soup
Affiliate Marketing with Local affiliate Programs

3 Enrolling In An Affiliate Marketing Program

Signing up as an Affiliate
Logging into your affiliate account
Integrating Affiliate Links into your websites
Monitoring affiliate performance and tracking sales

4 Tips And Tricks To Improve Affiliate Marketing

Affiliate Links and how to deal with them
Promoting your affiliate program
Overcoming the challenges of affiliate marketing
Performing market analysis and market research
Market strategies Establishment
Affiliate Marketing and organic Search Optimization

5 Types Of Affiliate Marketing

Search affiliates
Price comparison service website
Loyalty websites
Cause related and coupon websites
Content and niche market website

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- Personal weblogs and website syndicates
- Email marketing and shopping directories
- Registration or co-registration affiliates
- File sharing affiliates

6 Setting Up Affiliate Marketing Program

- How to attract affiliates
- Hosting and implementing an affiliate program
- Growing your Affiliate Numbers
- Setting up an affiliate program
- Affiliate network service agreement
- Data feeds and customer returns
- Merchants/publisher management
- Setting up an Affiliate Marketing software
- Affiliate program promotion and content pages
- Screen affiliates
- Combating affiliate fraud