

# Affiliate Marketing

## Infographic



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# DIGITAL MARKETING COURSES

S.N	COURSE	LESSONS	DURATION	PRICE ₦
1	Digital Marketing Fundamentals	31	4 Weeks	10, 000.00
2	Website Optimization & Marketing	60	8 Weeks	12, 000.00
3	Search Engine Marketing	28	4 Weeks	10, 000.00
4	Social Media Marketing	56	8 Weeks	12, 000.00
5	Content Marketing	30	4 Weeks	10, 000.00
6	Email Marketing	54	8 Weeks	12, 000.00
7	Digital Analytics and Reporting	28	4 Weeks	10, 000.00
8	Mobile Marketing	33	4 Weeks	10, 000.00
9	Online Reputation Management (ORM)	30	4 Weeks	10, 000.00
10	Artificial Intelligence in Digital Marketing	38	4 Weeks	10, 000.00
11	Content Creation and Copywriting	66	8 Weeks	15, 000.00
12	Affiliate and CPA Marketing	46	6 Weeks	12, 000.00

Quote of  
the Day

**While sprouting,  
avoid family  
responsibilities. It  
is an effective  
hindrance to  
cumulative effort.**





## DEFINING AFFILIATE MARKETING

Affiliate marketing is the practice of aiding companies or individuals to sell or market their products or services to your networks or customers.

The practice of affiliate marketing has been in existence and predates the 21<sup>st</sup> century. This implies that the concept is not a new one neither is it complicated.



**JOIN**

**PROMOTE**

**EARN**



# AFFILIATE MARKETING

## DEFINING AFFILIATE MARKETING

In practice, an individual or an affiliate marketing firm builds an audience, identify the needs and wants of the audience and instead of producing the products/services to satisfy the demand, out source the products and sell it to their audience.

Affiliate marketing either as a firm or an individual contrary to popular conceptions are not novice about the products, service or the company they affiliate. As a matter of fact, to be successful in marketing a product as an affiliate you must be well versed and knowledgeable about the production and authentication of such products or services.

Cost Per Action (CPA) marketing is a form of affiliate marketing where affiliates earn a commission for specific actions taken by referred customers beyond just making a purchase.

CPA marketing focuses on actions that are valuable to the company or business such as filling out a form, signing up for a trial, downloading an app, submitting an email address, or completing a survey. Such actions as judged to be instrumental in lead generation, product awareness, product sensitization and customer acquisition.

**CPA**  
**MARKETING**  
**COURSE**



# **HOW AFFILIATE MARKETING WORKS.**

## 1. AFFILIATE SIGNUP:

This is the first stage of affiliate marketing. Companies/ business that offering affiliate program allow interested individual or business to sign up as affiliate, and issue them unique affiliate links or codes that affiliate can use to track the referrals.

## 2. PROMOTION:

After a successful sign up, the affiliate promote the company's products or services through various marketing channels such as websites, blogs, social media, email marketing or PPC advertising with their unique affiliate links.



### 3. TRACKING & ATTRIBUTION:

Sequel to a successful promotion, when a potential customer clicks on an attributes link and makes a purchase or complete a desired action (such as signing up for a news letter or filling out a form), the affiliate referral is tracked using cookies, pixels or other tracking methods that enable the company to attribute.

### 4. COMMISSION AND PAYMENT:

The company determines the commission structure and the amount of commission affiliates earn for each successful referral. Commissions can be a percentages of the sell value or a fixed amount. After a certain period, usually monthly, the company pays the affiliates.



# Affiliate Marketing



## 5. PERFORMANCE MONITORING:

Both the company and affiliates have access to performance reports, which provide insight into the number of click, conversion, and overall performance.

This data helps affiliates optimize their strategies and enables the company to evaluate the effectiveness of the affiliate program.

# FORMS OF AFFILIATE MARKETING



## ***1. FREE TRADING:***

In free trading, a free trader is not under or heeded to any of the processes discussed earlier. Free traders are like market traders in many senses and do not have any tie with any single company. They deal in products and services which they buy from a producer and sell to their customers. They manage the sales and delivery processes and bear all losses.





## ***2. USER TRADING:***

A user trader is a registered user with the parent company. This means the affiliate have an account with the company with which he could buy the product or services bundles from the company. A user trader uses the companies platforms and delivery system for sale and delivery to clients and may not bear the cost of delivery or losses.

A user trader uses his account to buy from the company than request the company to deliver it to his clients. Like the free trader, the user trader is at liberty to charge any amount as long as the client agrees and can afford to pay. They also market both products and service.

### 3. ***LINK TRADING:***

Unlike a free trader or user trader, a link trader simply link up the customer to the company through his referral link offered him by the company. He/she does not acquire the product nor buy the service, he simply tell the customer where and how to buy the product.

The company manage the sales and the delivery process. A link trader makes money through commission paid to him by the company.



**GETTING STARTED  
WITH  
AFFILIATE MARKETS**

## ***1. IDENTIFYING & CHOOSING NICHE:-***

A niche refers to a product or service line or type. What to choose is mostly depended on what fits ones passion or interest.

A form of feasibility study and market research maybe useful in choosing a niche, as it is important to determine the size of the market, before setting involved.

## ***2. CHOOSING A MARKETING CHANNEL:-***

There are several digital marketing channels to choose from such as dedicated blog/website, social media channels, email marketing, PPC, search engine etc. the channel to choose should be determined by the kind of product, the service line and target audience.

# CPA Marketing



### 3. ***BUIDING A CLIENT BASE:-***

This perhaps is the most important and central to a successful affiliate marketing without which the endeavor is both frustrating and difficult. Many successful affiliates set out building their client base for a different purpose or with a different objective and only ventured into affiliate marketing when they realize the potential of their client base.

Survey have shown that some of people who attempt building a client base just for the purpose of affiliate marketing failed. This implies that, for a successful client base, affiliate marketing is not enough. There have to be something more.



#### ***4. ESTABLISHING YOUR AUTHORITY:***

The first thing is to identify your niche, but it is not as important as having an authority in that niche. To begin affiliate marketing without an existing authority or establishing same, would be a clear waste of time. Basically, to be considered as an authority requires you to have a proven in depth knowledge about a product and services and of the companies and business within that niche.

**CPA**  
Marketing





# Affiliate Marketing



The above, points to the fact that contrary to popular opinion, affiliate marketing is not a cheap endeavor. Don't be surprised also, if you cannot manage it as side-hustle as many online marketers advocates. It requires a lot of time and patience, the time consuming and most cumbersome task is establishing a client base and building trust with them.

Client will not buy from an affiliate marketer who hasn't demonstrated an uncommon product or service intelligence. The "demonstration of authority" is where the big task lies. The most commonly technique is content creation. Producing quality and helpful content about the product, service, industry players, use, damage control, cost-effectiveness etc. are very instrumental.



## ***5. CHOOSE AN AFFILIATE:***

If you have successfully chosen a niche and built a strong client base, the next step is to choose an affiliate company in your niche. In choosing a company to affiliate with, it is important to check the service/product and delivery integrity.



## 6. *EFFECTIVE PROMOTION:*

As important as having a strong and responsive client base is, it won't be your greatest asset, ability to run a successful and efficient advert is. There is more to this than media ads or just costing products and asking clients to buy.

# AFFILIATE MARKETING

## THE BENEFITS OF AFFILIATE MARKETING



To be successful in affiliate marketing, it is important to invest your time and money learning about production, promotion, Social media marketing, content creation, content marketing, copywriting, search engine optimization, among others. The knowledge and skill required from these trainings will equip you for effective promotion.

Aside the fact that you aren't concerned about the manufacturing of your products and services, there is no much difference between owning your own business and been a successful affiliate marketer. A possible reason why many still don't succeed in Affiliate Marketing.

# Q & A SECTION

