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# **An Introduction To Affiliate Marketing – Part 1**

Affiliate programs are one of the best ways to generate money on the internet today. They are a great starting point for people who want to get involved in e-commerce.

So what are affiliate programs, anyway? In a nutshell, they are programs where you get paid a percentage to sell other company's products or programs. Additionally, many companies will pay you a percentage of a sale when you refer people to their website.

The best affiliate programs offer monthly memberships and are set up with a network marketing structure. In this way when you make a sale, you will receive commissions every month. Also, as your downline begins to build, you start to receive passive income from the efforts of affiliates underneath you.

A common concern for new potential affiliate marketers is, what happens if a visitor doesn't purchase right away. This problem is handled by the use of cookies. Cookies are a form of information that is placed on the visitor's hard drive, so that it can be retrieved at a later time. What this really means is that if the visitor decides to buy the affiliate product at a later time, you will still get the credit for the sale. Most affiliate programs utilize cookies that are from 30 to 90 days duration.

There certainly is a lot of money to make in affiliate marketing. You do, however, need to spend some time searching for the best program. The Plug In Profit Site is one of the best overall programs on the internet.

One thing to consider when you get up and running, is how many affiliate banners and links should I put on my website? In my opinion, it is better to have fewer banners and links. If you view a website that has too many banners and links, it can be very confusing and downright overwhelming for the visitor.

Another problem to consider is affiliate tracking. When you sign up with an affiliate program, you are given an affiliate number (user ID) which is unique to you. It is critical that you check your affiliate banners and links for the presence of this code (and make sure it is yours). In this way, when a visitor signs up through one of your banners or links, you will be assured to get the credit for the sale.

Stay tuned for more helpful information on affiliate marketing – coming soon.

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