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What are affiliate programs?

In this article we'll take a closer look at affiliate programs and give a full explanation of what they are and how they go hand in hand with marketing.

Affiliate programs allow individuals (affiliates) to promote all kinds of products and services. But why would anyone want to promote someone else's products? Simple - High commissions! The affiliate receives a reward (usually monetary) every time a sale is made on their behalf.

So how do you promote these affiliate products? You can promote affiliate products on your own website or blog, using Google adwords, email marketing or any other form of marketing....And there are tons of other methods of marketing, especially online!

Digital products often offer an even greater commission percentage vs. physical products! Some digital information products offer commissions as much as 100%! Affiliate programs offer webmasters and bloggers one of the fastest money making opportunities available today!

All you need to do is lure a customer into buying someone's products or services. You can achieve this by offering in-depth reviews or insider information on the product or service to the prospective customer. Affiliate programs have grown tremendously in the past few years. Affiliate programs offer literally anyone with a computer and Internet access the ability to make money online, in their spare time. New affiliate tools have made implementing affiliate programs more easier than ever!

There are various high quality affiliate networks that can offer you products to promote by the millions, literally! If you are a publisher looking to market your own products or services over the web, you can also make use of such networks, who will set everything up for you. As a publisher, this will make the task of finding affiliates to promote your products much easier.

Clickbank.com is the industry standard website for digital products. This is a great place to get started in affiliate marketing, both for the Internet Marketer and the publisher. You can then promote products actively through article marketing , Google adwords, link exchanges, etc.

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