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What Is Affiliate Program Marketing?

An easy and very popular method to start a small and simple internet marketing business is to get involved in affiliate program marketing.

Affiliate program marketing is simply promoting someone else's product or service on your own website or blog and earning commissions when you generate sales through your affiliate links for those products and services. There are even companies that will pay you for leads that you refer, which can do well because all you have to get people to do is click a link. It doesn't matter whether or not they buy the product, you'll still earn a percentage for each referral.

Affiliate program marketing benefits both the product owner and the affiliate marketer who is promoting the product. For the product owner, the benefits are that their active affiliates will promote their products and services for them so they are in effect getting a free source of publicity and sales.

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