

AFFILIATE MARKETING FOR BEGINNERS



BY CIPRIAN UNGUREANU

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CHAPTER 1

What is affiliate marketing?

Affiliate marketing is simply one of the most effective ways to advertise on the internet.

However, you may not know how it works. In fact, the concept behind is a very simple one. A company, like Amazon, for instance, can ask for another website to place a banner of Amazon on their site. When a web surfer follows the banner to visit the site of Amazon, it will pay the website which hosts the banner. And this is the basic idea of affiliate marketing.

Here is A Brief History of Affiliate Marketing because at this point, we may talk about the history of affiliate marketing. A music website was the first website which used this method to advertise. And this can be traced back to the year 1994.

After the pilot experiment of this music site, other sites such as Amazon started to launch various affiliate programs. More and more companies, from small companies to very big ones, have developed their own affiliate programs and most of them are running very well.

Some people believed that it is the most famous mode of advertising online today.