

# Internet Home Business Opportunities: Affiliate Marketing

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Affiliate marketing is the first internet home business opportunity that you should consider, if you have a website. It is easy to start, no start-up costs involved, and no prior internet marketing required. Affiliate marketing is one of the easiest and most effective home business opportunities online to make some extra money today.

If you already have a website, then affiliate marketing is the first internet home business opportunity you should think of, if you want to make money online. Affiliate marketing is becoming more and more a huge business part on the internet.

What is affiliate marketing?

According to Wikipedia affiliate marketing is a method of promoting web businesses (merchants/advertisers) in which an affiliate (publisher) is rewarded for every visitor, subscriber or customer, and/or sale provided through his/her efforts.

Based on this definition, the website owner or affiliate (publisher), uses their site for the promotion of the merchant's products by inserting link(s) to the merchant's website. When visitors visit a website and click on a link, which results in a purchase, the merchant will pay a commission to the affiliate. This is based on the pay-per-performance principle, so the merchant will pay the affiliate for every click on the link on the affiliate website which results in a sale.

Affiliate marketing has grown significantly on the internet due to enormous reductions of operating costs both for the merchant and the affiliate. It is a win-win situation for both sides, the merchant and the affiliate. There are many benefits for the merchant. The merchant does not need to pay the advertising costs –which will be done by the affiliates-, these are a great part of the operating costs, normally. Due to the internet the advertised product or service will get the maximum exposure that it may not get with other traditional advertising techniques.

For the affiliate, there are also many benefits. It is very easy to make money online by inserting an ad or a link to the merchant's site. When visitors click a link on your website, which will be redirected to the merchant's website, and which results in sales, the merchant will pay a commission. These commissions could be between 30 and as much as 80%, depending on the types of products. Your task is primarily to refer customers to the merchant's website. The more referrals, the more profit you can get from the merchant.

Affiliate marketing is ideal to start an internet business working from home. Because the merchant will provide you with a product, which is tested and proven, there are no production costs involved. For most of the affiliate programs, it is free to sign up, so there are very little or no start-up costs. There are literally thousands of products on the internet, so it should be not a problem to find one or more products that suit the content of your site.

To start an internet home business with one or more affiliate programs, you don't need previous internet marketing or sale experience. A good affiliate program will provide you with internet marketing training and support. Many opportunities have a website with product information, sale and marketing materials to help you promote the products on your website. Very often there is also a help desk and a forum, where you can have questions or need help.

In conclusion, affiliate marketing is the first internet home business opportunity you should try when you have a website. It is easy to start, no start-up costs, and it is a great opportunity to increase your income. There is no risk involved and you can start the internet home business next to a full time job. It will take some time and efforts to learn the internet marketing techniques, before you will make some extra money online, but the earning potential is huge. Indeed, affiliate marketing is one of the easiest and most effective home business opportunities online today.

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