

LOW LEVEL VS HIGH LEVEL AFFILIATE MARKETING



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If you want to become an affiliate marketer, there are many products and services you can choose from. Veteran affiliate marketers classify these products based on their prices. The price of the promoted product is important to the affiliate marketer because the commissions they earn are usually a percentage of the product's selling price. With this in mind, affiliate marketers classify low cost products as low-ticket affiliate products and those that are more expensive to be high-ticket affiliate products.

As you start in the affiliate marketing business, you need to decide whether you want to promote cheap or expensive items. Most affiliate marketers choose to promote low-ticket affiliate products because they think that it is easier to convince people to buy cheap items. However, this also means that you need to sell A LOT more items to reach your income goals.

Let's say you have a website that promotes small bedroom items. The average price of the products you promote is \$5 and you earn a 10% commission for each sale you promote. That means that for each \$5-item you sell, you make only \$0.50. If the minimum payout amount is \$100, you will need to sell 200 \$5-items to reach your goal. You will need a massive amount of traffic to make this number of sales in a month.





A F F I L I A T E

High-ticket items on the other hand are those that sell for \$100 and up. These items are harder to sell because they require a bigger financial commitment from the consumer. However, you only need a few sales of these items to reach your income goals. If you are selling a \$100-item on your website for example, and your commission rate is also 10%, you only need to sell 10 items to earn the minimum payout amount of \$100.

It is not wise to make the decision of going for high ticket or low-ticket affiliate programs right now. You will need to consider many factors when making this decision. First, you will need to consider the industry or niche market that you wish to take part in. After that, you will need to consider the types of content that you enjoy creating.

You cannot expect to be successful promoting gadgets and tech-related stuff if your content is all about sports. The product you choose should fit seamlessly with the content you create. They should be aligned with the needs of the visitors of your website. The types of people who visit your website will depend on the content that you have in there and the marketing efforts you put in.

The types of offers available in the market will also limit your options for affiliate products. If you are promoting tangible products, you will always have the option of selling Amazon products through the Amazon Associates program. The majority of products in Amazon are low-ticket. In addition, the commission rate for almost all categories start at 4%. This rate is low in the affiliate marketing industry.

Most people who stick with Amazon however, do so because of the company's reputation and reliability. Most people who go to your website already know what Amazon is and you no longer need to upsell the retailer. On the other hand, if you are selling a product from an unpopular source, you will first need to introduce the retailer, talk about their track record and why your readers should buy from them.

