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TOP 20 AFFILIATE MARKETING PROGRAMS

There are hundreds of affiliate marketing programs to choose from. However, to become successful, you need to find the one with the best potential for earning. You need to consider many factors such as the stability of the company running the network. You should also consider what types of advertisers and products they have in their network. In this chapter we will discuss some of the biggest affiliate programs right now.

- **AMAZON ASSOCIATES**

Amazon is probably the most commonly used program by beginners. It allows you to earn from any type of item sold in Amazon, aside from digital kindle products. The program though, covers all tangible products. The commission rate varies for each product, depending on the type of product your associates account sells. Most items start out at 4% for the first six sales of the month. The rate for the seventh until the 30th item on the other hand is 6%. The rate increases as the number of products you sell also increases. In this affiliate program, affiliates are rewarded for selling a high quantity of items. The more items you sell in a month, the higher your commission rate will be.

Unlike most affiliate marketing programs, Amazon does not have a fixed landing page for their products. They allow the affiliate marketer to choose a product and use the product page as the landing page.

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z'.

The best part about selling through Amazon Associates is that the affiliate marketer will be credited for any item bought by a person that clicked their link. The person you referred to Amazon does not need to buy the product you suggested. As long as they clicked your link, you will receive commission for everything that they buy in the website.


A person who clicks your regular Amazon Associates link has 24 hours to make a purchase for it to be credited to your account. If they do not make a purchase after 24 hours, the cookie will expire. Any purchase they make after the cookie expires will no longer be credited to you.

A special type of link that you can generate in your Amazon Associates account automatically leads to the clicker's cart page after they log in to their Amazon account. If you use this kind of affiliate link, the affiliate cookie extends to 90 days. As long as the item is kept in their cart in the 90-day period, you will be credited for the sale. In addition, if the person buys other things from Amazon in addition to the item in their cart, the sale of these items will also be credited to you.

Apart from the lower commission rates based on the industry standards, the only downside with selling through Amazon is that it will not redirect the Amazon links for you based on the visitor's location.



CJ.COM



CJ or Commission Junction is one of the longest running affiliate network in the world. CJ is an affiliate network that connects affiliate marketers with advertisers. After signing up to CJ.com, you will be able to apply to the different advertisers they have in the website.

Some of the advertisers allow immediate approval of applications. Others however, will manually check the application and may reject it depending on their acceptance standards.

CJ.com provides the tools that you will need for setting up the affiliate links in your website. They will also provide you with a dashboard where you can check how many clicks your affiliate marketing efforts get. This is also the place where you will see the amount you earn from the clicks you get.

The links that you will get from your CJ.com console will go straight to the advertiser's landing page. It is important that you choose the landing pages that you use. Choose a landing page, that you think will have a high chance of converting visits into sales.

CLICKBANK

Clickbank is also popular among affiliate marketers, mainly for its high commission rates. They sell a variety of products and services, from arts and entertainment to travel and leisure. Just go to their website at clickbank.com and go to the Affiliate Marketplace. In this page, you will see the different categories of affiliate offers that they have. Upon clicking on one of these categories, you will see a list of products and services. After choose a product or service that you would like to promote, you will need to sign up to the program by clicking the "Promote" button.

Most of clickbank's affiliate advertisers sell digital product and online services. Because of this, they can offer extremely high commission rates. Some of them offer up to 70% of the price of the purchase. These types of rate are only possible with online products and services. Because of the high commission rates, affiliate marketers prefer to promote clickbank content.



• RAKUTEN LINKSHARE

Rakuten Linkshare is also one of the most popular affiliate programs. The sign up process for this program is fairly simple. You only need to fill up the usual information fields as well as complete the tax form. After which, your account will be registered and you will be allowed to sign up.

Once logged in, you will be able to select a category of products. The number of products available in Rakuten Linkshare is significantly fewer compared to the other affiliate networks discussed above. However, Linkshare has the reputation of being reliable for fast payments for both US and non-US based affiliates.

• JV ZOO

JVZoo is new to the market but it is one of the fastest growing affiliate program in the industry. It offers features that are not commonly found in other affiliate programs. For instance, they are the only program that commits to timely payment delivery. This is a common issue among many programs. It usually takes them time to validate sales reports to make sure there are no sales frauds in the records. Some of the longest running programs like CJ.com and ClickBank still take weeks and even months to deliver payments for members with large volumes of sales.





- **AVANTLINK**

Avantlink is less popular than the first few programs we've discussed above. However, its wide range of advertiser categories and its beginner-friendly user interface also makes it a great affiliate network.

- **EBAY**

EBay tends to be forgotten in the affiliate marketing world because of its strict approval process. Because eBay does not sell its own products and does not take responsibility in the quality of their products, affiliates tend to avoid promoting products from there. It's brand however, makes the network an easy sell to the average shopper. The shop is particularly popular among bargain hunters. If your website attracts of bargain hunters, eBay affiliate may work for you.

- **SHAREASALE**

Shareasale's competitive edge is the size of its network. It offers more than 4,000 advertisers in various categories. Its user interface is also easy to use and it collects some types of analytics data not available in other networks. It is also one of those networks that pay on a monthly basis.



- **AVANGATE**

Avangate exclusively offers affiliate offers from software. They offer the best brands in software downloads and online services. As with other technology-based affiliate programs, Avangate advertisers tend to offer higher commission rates.





● **AFFIBANK**

Affibank.com is also a newer player in the market but they are making a name for themselves among affiliate marketers because of their high commission rates. Many of the offers in the Affibank give out commission rates of 75%. This means that a big chunk of the money you refer goes back to you. The offers in this marketplace are similar to those found in ClickBank. The only downside is that they are currently offering few offers and most of them are in the Health, Beauty and Fitness Categories.

There are hundreds of other affiliate marketing programs available for you to explore. Here are ten more that you can look into if you cannot find a program you like in the marketplaces listed above.

11. Maxbounty

12. RevenueWire

13. ReviMedia

14. Flexoffers

15. Commission Factory

16. PeerFly

17. ClickFunnels

18. Tradedoubler

19. AffiliateWindow

20. BankAffiliates

While these marketplaces are the best places to start, you can also look into in-house affiliate programs in specific companies. Some online companies maintain their own affiliate marketing programs. If you have a company whose products you wish to promote, you can search their company with the key phrase “affiliate program” added to it.



If they do have an affiliate program, there is no doubt that it will show up in the search result pages. Think of the products and services that you have been using in the past and check online if they do have an affiliate marketing program set up. One example is Shopify. You can promote it to people who want to start an online store and earn while doing it .