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HOW TO CHOOSE AN AFFILIATE MARKETING PROGRAM

Choosing an affiliate marketing program is an important factor in becoming a successful affiliate marketer. If you choose the wrong program, you may end up not making any money from all your efforts. You need to align the content you created with the right types of products in the affiliate marketing program. You also need to make sure that the commission rate in the program you've chosen is big enough. Lastly, you need to make sure that the company behind the program provides excellent customer support and fast payment processing.



CHECK THE ADVERTISERS

The advertisers should be the primary reason why you should join an affiliate program. If you find an advertiser you like in an affiliate network, you should join that network. Not all advertisers you would like to partner with will all be in one program. To be able to sell all the products and services that you personally like, you may need to work with multiple advertisers. This means that you will need to work with multiple affiliate accounts.

FIND THE PROGRAM WITH BEST COMMISSION RATE

Aside from the types of advertisers they have, you should also join programs based on their commission rates. The commission rate of a program varies depending on the type of product sold. Usually, the commission rate goes up when the product is digital (such as in the case of software) or when the product is hard to sell. Companies that are having a hard time selling their product tend to add a high commission rate to their product to increase the motivation of online marketers to sell them.

You should also watch out for the types of products that also offer residual payments. In affiliate marketing, residual payments happen when the people you refer to the program renew their membership in a merchant. This type of payment usually applies towards services that require customers to become members. Many web hosting affiliate programs for example, offer this kind of deal to people. With this type of commission payment, you will continue to make money from people that you referred even years ago.





BASED ON THE QUALITY OF BACKEND SERVICES

Lastly, you need to consider the quality of service of the affiliate program. Most affiliate programs tend to offer a do-it-yourself approach to marketing. However, they do offer one-on-one support when the affiliates need help with technical parts of the website. Choosing a company that has good customer support is important so that there will be someone to help you in the future when problems in your account arise. Whenever you find a new program that looks promising, look into the reputation of its customer service online.

If the company has a poor customer service, you will hear about it in the forums and blog posts. Check other people's experiences about how fast the company responds to queries and reports. More importantly, you should also research on how fast the company delivers payments and what types of payment methods they use.