

# How to Choose an Affiliate Program

By Scott F. Geld

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There are various other ways to make bucks on the Internet through your website by just selling your own product. And Affiliate Programs has to do with this only. Most of the e-business runs an affiliate program, which offers certain commissions. Affiliate programs are also referred to as "pay for performance drives results". Pay-for-performance is a type of online advertisement where a marketer, instead of paying to reach a particular audience, pays for results. A publisher-website advertises products and/or services, offered by advertiser-website, in exchange for a commission on leads/sales. The publisher displays ads, banners, products or text links on their website and is paid a commission by the advertiser when a visitor goes for any particular activity like filling out a form, or making a purchase.

First, look for an affiliate program that makes your effort of selling worthwhile. Amazon.com has a very popular affiliate program, but the payouts are relatively little compared to other affiliate programs. You would get a \$3 payout on a \$20 sale of book. The No.1 rule of selling is that selling a \$20 product is just as hard as selling a \$200 product. So shoot for a program that gives you better payouts. One should make sure to research on the program to ensure that your work would be adequately paid. As for example, choose a program that makes a customer a lifetime one, not just for the first time they click-through your site. See whether the program places cookies on the computer of the visitors so as to track the identity of your customer.

Commission Junction is the largest pay-for-performance advertising network. It acts as a trusted third party managing the network, tracking & reporting on the ads in real time, and handling commission payments to the members of the network. Publishers can kick-off the campaign today for free by signing up online and receive payment in one monthly paycheck for every online partnership they develop through Commission Junction. Advertisers pay only for sales or referrals related performance, instead of paying upfront for advertising.

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