

Web affiliate essay



In the world of internet, many businesses are starting to find better ways to increase their profit generation schemes. Because of the vast options that an internet connection can do, the companies engaged in online transactions for businesses have become more than eager to use different channels of advertising.

Such promotion achieved the introduction of a web affiliate program. It is an effective internet marketing strategy in which promoters are rewarded for advertising purposes (Money-Debt Relief). A web affiliate is an individual or entity which mainly acquires a task of business solution for other companies. Basically, the main objective of businesses is to increase their exposure to the market place to capture a wide range of consumers in any possible ways. Apparently, the internet reaches millions of people every minute (Armostrong, 2001), which makes it an ideal advertising platform. Like in a conventional method of advertising, the more exposed the products and services are, the better the chances for sales.

And with increasing magnitudes of sales, a company can sustain longer stability. A simple aspect of web affiliate procedure is the designation of key entities in the same industry for product promotion. For example, if a business is involved in flower delivery as its mode of service, then it should have a designated channel to disperse the info on what varieties it sells and how it can deliver them to the customers. To increase the advertising mileage, the company will then seek the help of established online entities to help it advertise in their respective domains. Some related online businesses which can partner in the process are delivery companies, research forms for

customer surveys, interior designs companies and special occasion's organizers.

What these affiliates can do is to sell a portion of its website to be delegated for advertising. They then become a web affiliate once the module of the online flower shop is posted in their websites. For Amazon's web affiliate program called " Associates", there are three principles involved (Amazon, 1996). First, the company receives registration from individuals who may want to become an affiliate for online marketing. This can be done for free in an easy to follow guide.

Afterwards, Amazon will send web links related to the individual's internet portal topic. These links will have a direct network from the affiliate's web domain to Amazon's databases. The main purpose is to drive traffic from all channels to go to Amazon's main web interface. There is a specific program in the company which will record the traffic statistics and correspond it with a specified rate when online transactions are completed. The last process is for Amazon to pay its affiliate monthly corresponding to their earning values in driving traffic to the website.

The main attraction in being an affiliate for Amazon is that owners of website associates can earn residual money without any forms of investments. As a small car accessory entrepreneur, Amazon's Associate program will be a great utilizing factor to increase sales. The company's simple web interface can be used to insert Amazon's hyperlinks to help increase traffic. Since Amazon will primarily benefit from it, the company can increase the amount of money it can distribute to the car accessory company.

The funds can then be used to purchase specific slots in the Amazon web interface so that car accessories will then be advertised throughout the other channels of Amazon. Even though the company is based in Saudi Arabia, it is very likely that customers from other regions will take interest in the products which will result to international delivery of commodities, therefore increasing sales for the store. References Amazon. 1996. Associates.

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