

## Affiliate Marketing and It's Advantages

The concept of revenue sharing has been around for quite a while, long before the internet. But the idea of [affiliate marketing](#) has taken it to new levels, and become a staple form of advertising and bringing in business for all types of e-commerce.

Online merchants find affiliate marketing highly advantageous due to the fact that it presents little or no risk to both the merchant and the affiliate. It works base on the principle that the affiliate earns a commission based on a percentage of the sale or fixed amount, either through on-line links on the affiliate's website, through email, blogs, RSS feeds and any other kinds of on-line communication.

Some merchants (only about 1% of affiliate marketing) use a cost-per-click remuneration system, which simply means that the affiliate earns every time an internet searcher clicks on an advertisement on their site or email. However, due to fraudsters taking advantage of this method (creating ad-ware, sending spam, or useless indexing sites) this form of remuneration is not preferred and becomes too risky for merchants to use.

[Affiliate marketing](#) also bears no cost on the merchant in the original set-up – in other words, it costs nothing to place advertising banners on affiliate sites, and there is only a cost if a lead or sale has been generated (which is advantageous for all). Merchants also get to set the parameters, and decide on the incentive schemes. Thus, it is a very inexpensive (but highly efficient way) to grow a business.

To the affiliate, it is the simplest and fastest method to make money on the Internet. An affiliate can leverage on the products and sales pitches that are already created by the merchant, and simply focus on bringing traffic to the sales page. A commission is earned once a sale is made when someone buys through the affiliate link of the affiliate.

## About the Author

Lee Yang Kin is an Internet Marketer who builds a home based business that earns multiple streams of passive income on autopilot. He has faced numerous challenges in life when seeking employment and working for others. Knowing the harsh reality of the corporate world, he is committed to helping those who seek online money making opportunities to make money with affiliate programs.

If you can follow 3 easy steps, you can start your online business with your own custom website, autoresponder (email follow-up software) loaded with pre-written email marketing campaign professionally designed and installed. It will all be ready to work and pull in profits for you in 24 hours or less!

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