**Affiliates Stepping Foot in the Shoe Industry**Written by: Erin Leader

Affiliate programs are a great way to add an extra stream of income. The shoe industry is booming right now and always will be because people will inevitably need footwear. Being educated on your products as an affiliate, you have a better chance of making sales and commissions because confidence shines through, and people are more likely to trust someone who knows and advocates their product. In this article, we will discuss how to find the best shoes for being on your feet all day and their benefits in the long run so that when you are marketing to potential customers, you can help them get the right pair of shoes. It makes them want to keep coming back to make purchases, and usually, they will tell their friends about the great experience they had.

**­**When a person takes the time to find a good quality pair of shoes, it can be beneficial to not only their health but their all-around mood. If a customer buys shoes without doing the proper research, they could end up having life-long foot damage. Since foot damage usually leads to pain, people will tend to stay off of their feet more so than usual, which makes them inactive and can lead to even more health issues such as being overweight and back issues.

Since usually feet are physically under pressure all day long, it is wise to consider the importance of proper footwear. Figuring out which shoe works best for the customer can be a challenge since there are no two people exactly alike whether it be by their weight, the shape of their foot, or how long they are standing on their feet each day. However, there are some ways to avoid long-term foot pain.

**Below are some shoe shopping tips for people that are on their feet all day:**

* The most important tip is to make sure that the shoe brand doesn’t run too big or too small. Feet are all different shapes and sizes. Sometimes if someone finds one pair of shoes in a particular brand, a differing brand might have the same size number printed on it, but the company who designed them could have created it to run bigger or smaller than the next brand even though they state they are the same size.
* Measure feet before shoe shopping. If someone is unable to do so on their own, they can have a shoe expert accurately measure their feet to ensure total efficiency. Measuring a few times is ideal in making sure it will fit the foot comfortably. The closer they get to the actual measurements, the more comfortable and beneficial the purchase will be.
* When measuring for the perfect fit, use proper socks or stockings. Wear something that you would typically wear when standing on your feet for an extended amount of time. The density will determine how the shoe will fit and the comfort or discomfort a person will experience.
* Shop for lightweight shoes. When someone stands for long periods throughout the day, and they have a heavy weight on their feet, they are going to be lugging more weight around. It can cause a person to have pain from all of the extra pressure they are putting on their feet.

**Our Top Ten Best Shoes for Being on your Feet All Day**

1. [*VenusCelia Women's Breathable Natural Walking Flat Loafer*](https://www.amazon.com/VenusCelia-Womens-Breathable-Natural-Walking/dp/B07C4QL6GW/ref=sr_1_fkmrnull_1?keywords=VenusCelia+Women%27s+Breathable+Natural+Walking+Flat+Loafer&qid=1558640931&s=gateway&sr=8-1-fkmrnull) – Pro: breathable and flexible for maximum comfort. Its rubber sole makes it lighter when walking around. Con: run slightly bigger in size. Be sure to take accurate measurements and read the description.

2. [*Zefani Women's Slip on Cushion Walking Shoes Lightweight Platform Sneakers*](https://www.amazon.com/Zefani-Womens-Tennis-Walking-Cushion/dp/B07NRGMPF4/ref=sr_1_fkmr0_1?keywords=Zefani+Women%27s+Slip+on+Cushion+Walking+Shoes+Lightweight+Platform+Sneakers&qid=1558641076&s=gateway&sr=8-1-fkmr0) – Pro: designed with an air-cushioned sole that can ease the pressure that generally leads to pain. Con: no shoelaces and cannot be adjusted if necessary.

3. [*Skechers for Work Men's Flex Advantage Slip Resistant Mcallen Slip-On*](https://www.amazon.com/Skechers-Black-Advantage-Resistant-Mcallen/dp/B00NQY20VO/ref=sr_1_fkmrnull_1?keywords=Skechers+for+Work+Men%27s+Flex+Advantage+Slip+Resistant+Mcallen+Slip-On&qid=1558641416&s=gateway&sr=8-1-fkmrnull) – Pro: feel relaxed with these high-quality made shoes that have a memory foam insole to relieve pressure while standing for the majority of the day. Con: not steel-toe as the description says.

4. [*Alegria Women's Paloma Flat*](https://www.amazon.com/Alegria-Paloma-Flat-Gothic-Womens/dp/B06WP1L673/ref=sr_1_fkmr0_1?keywords=Alegria+Women%27s+Paloma+Flat+-+these+100%25+leather+shoes+are+fashionable+and+comfortable&qid=1558641560&s=gateway&sr=8-1-fkmr0) – Pro: these 100% leather shoes are fashionable and comfortable. With an adjustable hook on the strap and outer slip-resistant soles, they mold to the foot to avoid any displacement. Con: made of real leather and need to adjust to the foot before they are comfortable.

5. [*NIKE Men's Tanjun Sneakers*](https://www.amazon.com/Tanjun-Premium-Running-Sneaker-Anthracite/dp/B01K6O3C4U/ref=sr_1_1?keywords=NIKE+Men%27s+Tanjun+Sneakers&qid=1558641701&s=gateway&sr=8-1) – Pro: they have a cushioned foam midsole and outsole, as well as the insoles that provide the ultimate lightweight cushioning. Con: will not hold up as well in rough circumstances vs. normal wear.

6. [*Saucony Women's Cohesion 10 Running Shoe*](https://www.amazon.com/Saucony-Womens-Cohesion-Running-Shoe/dp/B01HPGK5BA/ref=sr_1_1?keywords=Saucony+Women%27s+Cohesion+10+Running+Shoe&qid=1558641851&s=gateway&sr=8-1) – Pro: Not only are these shoes excellent for running but with their unique heel grid system, they also function well when putting weight on them for an extended amount of time, even if the person wearing them is standing completely still. Con: manufactured differently than the brand’s standard shoes and will not fit the same. Take proper measurements.

7. [*Skechers Women's D'Lites Memory Foam Lace-up Sneaker*](https://www.amazon.com/Skechers-Womens-DLites-Lace-up-Sneaker/dp/B014GNJV6K/ref=sr_1_3?keywords=Skechers+Women%27s+D%27Lites+Memory+Foam+Lace-up+Sneaker&qid=1558642054&s=gateway&sr=8-3) – Pro: Skechers brand shoes are all about comfort and quality. With their lace-up vamp expect amazing centralized support. Con: memory foam will eventually thin over time and will need replacing with an insert.

8. [*Rockport Men's Eureka Walking Shoe*](https://www.amazon.com/Rockport-Mens-Eureka-Walking-Brown/dp/B000W93Q5K/ref=sr_1_1_sspa?keywords=Rockport+Men%27s+Eureka+Walking+Shoe&qid=1558642147&s=gateway&sr=8-1-spons&psc=1) – Pro: many components make this shoe worthy of investing in including its breathable mesh lining and thick padding for a fully cushioned step. Con: color may be slightly different in person than online.

9. [*Clarks Men's Bushacre 2 Chukka Boot*](https://www.amazon.com/Deer-Stags-Bangor-Memory-Comfort/dp/B07C2W6YVJ/ref=sr_1_1_sspa?keywords=Clarks+Men%27s+Bushacre+2+Chukka+Boot&qid=1558642352&s=gateway&sr=8-1-spons&psc=1) – Pro: a reliable shoe company that has been around for over 100 years created their boot with fashion and comfort in mind. These shoes can comfortably stretch to fit your foot correctly. They are versatile for any person who stands on their feet all day. Con: a flatter shoe with less than usual arch support.

10. [*Brooks Men's Addiction Walker Walking Shoes*](https://www.amazon.com/Brooks-Addiction-Walker-Walking-Zapato/dp/B0012HQZ40/ref=sr_1_1_sspa?keywords=Brooks+Men%27s+Addiction+Walker+Walking+Shoes&qid=1558642433&s=gateway&sr=8-1-spons&psc=1&smid=ABEILIDDSJLSD) – Pro: these shoes can take a beating but also guarantee support and control for your overpronation. Con: expensive and not ideal for someone on a budget.

Now that we have gone over several different factors that can help you become a successful affiliate in the shoe industry, you should have all of the tools you need to start making a new steady stream of income. There are many things that you may be asking yourself by now. Find some of the most common frequently asked questions below.

**FAQs**

**Question:** What type of shoe works best for someone with a flat foot?

**Answer:** Putting the wrong pair of shoes on a flat foot can lead to severe problems, including ankle, hip, and back pain. The ideal type of shoe would be one that has arch support and a firm grip on the heel.

**Question:** How does someone ensure that while being on their feet all day, their shoes are going to be comfortable and beneficial?

**Answer:** Make sure you take measurements on width as well as length. Read the shoe's description regarding the size and compare results.

**Question:** What kind of shoe should a customer purchase if they're going to be standing on artificial flooring all day?

**Answer:** The best type of shoe for artificial flooring is one with excellent traction. Find shoes that have a firm grip to avoid slipping and falling.

**Question:** How can does someone avoid having future foot problems?

**Answer:** Shoes with good circulation can help in avoiding the pressure that can lead to long-term health problems. Elevate feet when possible and try not to sit for too long.

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In conclusion, to be successful as an affiliate in the shoe industry, you need to be knowledgeable and efficient. Representing a business that focuses on suiting a customer’s needs will increase audiences in the target demographic. Uncomfortable shoes can be an issue in the long run, and taking the time to understand this will help in accomplishing the desired result of being successful and making a steady cash flow as an affiliate.