**How Does Affiliate Marketing Work, and what is the Best Company and Strategy to Use?**

You've probably heard of online affiliate marketing by now, but just in case if you haven't, it's the easiest way to make money from home online, at any time, even while you're asleep. When you're an affiliate marketer, you drive sales and generate a considerable amount of online revenue. Affiliate marketing helps not only the brand, but also the affiliate marketers. To get started, you sign up for the program, and the company will send you a personal tracking link. How you want to share or write about their product is up to you. Next, you would attach your unique tracking link to direct web traffic and sales leads to the company's website. If anyone clicks on your affiliate link, you will earn a commission. It doesn't take a digital marketing expert to do this, and it can be done by anyone, anywhere.  
  
You'll want to find a good and reputable company when deciding what brand you wish to market. For example, Clickbank is one of the more well-known and reputable websites. They act as a retailer on the front end and work with both digital products, as well as physical goods. They are an informational hub that gives different knowledge on products and software. Not only that, but it allows companies to be seen by a large amount of knowledgeable and sales-driven affiliates. It also gives members access to tons of products to make it easier to find someone in their niche.  
  
Clickbank's affiliate program isn't as selective as others as far as qualifying goes, so you'll be more readily accepted. Also, the Clickbank affiliate marketing network is one of the best paying in its kind at up to a 75% commission rate (most averaging at 30%-50%). One perk of Clickbank is that affiliates can link up with each other and split commissions. They can split their earnings with freelancers (i.e., someone that can build them a funnel or landing page), marketing experts (i.e., someone that can help with a marketing strategy), etc.  
  
Something affiliates find to be extremely beneficial, especially with Clickbank, is conducting keyword research. With keyword research or SEO (Search Engine Optimization), you'll find it valuable to be optimized for search engines. It will help you promote and is extremely important. It doesn't matter if you're a pro at marketing or brand new, without researching your keywords, you could be driving the wrong traffic to a sales page and not making very much money, or at least the most that you could be making.  
  
Another tactic that is useful to affiliate marketers on Clickbank is email marketing. Before you start, you'll need to build an email list using a list building strategy. You can do this by creating a landing page with an email opt-in, sharing it with the brand's target customer.   
  
So, where do we find the target customer? Think of places where they would be typically hanging out. A great place to start for this is utilizing Facebook groups and Instagram hashtags. After you build your list, you will be ready to start an email campaign. In your campaign, be sure to use a catchy subject line to make the person you're emailing want to open the email and add compelling and exciting information in the body of the email. You can even add a few graphics, but you'll want to get right to the point while being informative, as the average person will only read an email for about a minute.  
  
As easy as Clickbank is to work with, there is some planning involved, and you'll need to dedicate some time to get excellent results. The best part about Clickbank is that you don't need to have prior experience, it is user-friendly, and you learn so much along the way. If you find the right formula, it can be life-changing in the best way possible.