

in about 250 words, what are affiliate programs? What are the benefits of using an affiliate program? This assignment is worth 25 points.?

### Introduction

In this article, a brief explanation of what is an affiliate program is and the benefits of using such a program for your online business is discussed

### What is an affiliate program?

An affiliate program is a way to spread the word of your company and enhance its reputation, by using recommendations from various groups. There is a mutual agreement between these groups and your company to promote each others products and services and become affiliates.

These groups could be Bloggers, your own customers, pay per click websites, Online professional affiliate programs.

### What are the benefits of using an affiliate program?

Although it may seem strange to promote someone else's products, there is usually a financial or other mutual benefit for all involved by becoming affiliates. By becoming part of the affiliate process, you can find the following benefits

### More Revenue and Income

By you and others helping you sell more items, you will make more money

### Qualified leads

\_\_\_\_\_ Your affiliates will not want to waste their time trying to sell to the wrong audience and so will be selective in choosing the targets and market to people who would be interested in your product, now and in the future

### More free and Better time spend

When you have others helping in marketing and promoting your business, you will get some spare time to concentrate on other aspects of your business.

### Increased Online reputation

\_\_\_\_\_ When you have specialists like bloggers or others talk about your business and recommend you, more people will talk about your products and your online reputation will grow, allowing you to have more traffic to your site.

### Connecting to an audience

One way an affiliate program works is to encourage your customers to your affiliates. This helps in that they will become part of your team to sell your products instead of just being people who send you money.

In conclusion, an affiliate program will give you better income and increase your reputation. The downside is that you will not keep the profits as you will have to share in some of the profits with your affiliates. However, this is a good and reasonable compromise as you may not have made a sale if the affiliates had not been involved.