

# **Affiliate Marketing Platforms in Nigeria.**

**Affiliate marketing is becoming an increasingly popular way to earn money online in Nigeria. It's a business model that allows you to make money by promoting other people's products and earning a commission for every sale made through your referral. This blog post will explain what affiliate marketing is, how it works, and introduce you to some of the best affiliate marketing platforms in Nigeria.**

## **What is Affiliate Marketing?**

**Affiliate marketing is a process where you, as an affiliate, promote products or services of a company. When someone buys a product through a link you share, you earn a commission. The key part of affiliate marketing is that you don't need to own the product. Your job is simply to refer people to the company's product through a unique affiliate link. If a sale is made, the company pays you a percentage of the sale price as a commission.**

**Here's how it works:**

- 1. Join an Affiliate Program: Sign up for an affiliate program offered by a company or platform.**
- 2. Get an Affiliate Link: After signing up, you'll get a unique link to the product or service you want to promote.**
- 3. Promote the Product: Share your affiliate link with others through social media, blogs, or websites.**

- 4. Earn Commissions: When someone clicks on your link and buys the product, you earn a commission.**

### **Why is Affiliate Marketing Popular in Nigeria?**

**Nigeria has a large and growing population of internet users, with many people looking for opportunities to make money online. Affiliate marketing is attractive because:**

- No upfront investment: You don't need to buy products or set up a business. You simply refer customers to existing products.**
- Work from anywhere: As long as you have access to the internet, you can work from home or anywhere.**
- Flexible schedule: You decide when to work, so you can do it part-time or full-time.**

### **Best Affiliate Marketing Platforms in Nigeria**

**Several companies in Nigeria offer affiliate marketing opportunities. Below are some of the best platforms you can join to start earning money as an affiliate marketer:**

- 1. Jumia Affiliate Program**

**Jumia is one of the largest online shopping platforms in Nigeria. Its affiliate program allows you to promote a wide range of products, from electronics**

to fashion, and earn a commission when people buy through your affiliate link.

- **Commission:** Up to 11% depending on the product category.
- **How to join:** Go to the Jumia affiliate program website, sign up, and get your affiliate links.
- **Payout:** Jumia pays affiliates monthly once the minimum payout threshold is reached.

## **2. Konga Affiliate Program**

Konga is another major e-commerce platform in Nigeria. It offers an affiliate program where you can promote their products and earn commissions.

- **Commission:** Up to 9% on sales, depending on the product category.
- **How to join:** Sign up on the Konga affiliate page and start promoting their products.
- **Payout:** Payment is made once you reach a minimum balance, usually on a monthly basis.

## **3. Bet9ja Affiliate Program**

Bet9ja is a popular sports betting platform in Nigeria. Their affiliate program allows you to earn a commission by referring people to their site, particularly those who sign up and start betting.

- **Commission:** Up to 20% of the net revenue generated by your referrals.
- **How to join:** Visit the Bet9ja affiliate page, sign up, and get your affiliate link.

- **Payout:** Payments are made monthly based on the commissions earned.

#### **4. TravelStart Affiliate Program**

**TravelStart is an online travel agency that allows people to book flights, hotels, and other travel services. Their affiliate program lets you promote their travel deals and earn commissions on bookings.**

- **Commission:** A percentage of each sale made through your referral.
- **How to join:** Sign up on the TravelStart affiliate page and get your unique links to promote.
- **Payout:** Commissions are paid once a minimum threshold is met.

#### **5. Wakanow Affiliate Program**

**Wakanow is another travel booking platform. They offer an affiliate program where you can earn money by promoting flights, hotels, and holiday packages.**

- **Commission:** Earn a commission on every successful booking made through your affiliate link.
- **How to join:** Visit the Wakanow affiliate page, register, and start promoting their deals.
- **Payout:** Payments are made on a monthly basis.

#### **6. PayPorte Affiliate Program**

**PayPorte is a Nigerian e-commerce platform that sells a variety of products, from fashion to electronics. Their affiliate program allows you to earn commissions by referring customers to their site.**

- **Commission: Up to 10% commission on every sale.**
- **How to join: Visit the PayPorte affiliate program page, sign up, and get your affiliate links.**
- **Payout: They offer monthly payments based on commissions earned.**

## **7. AliExpress Affiliate Program**

**AliExpress, although a global e-commerce giant, has a large market in Nigeria. As an affiliate, you can promote AliExpress products and earn commissions from Nigerian and international buyers.**

- **Commission: Varies by product category but can be as high as 50%.**
- **How to join: Visit the AliExpress affiliate program page, sign up, and get your unique affiliate links.**
- **Payout: AliExpress pays through multiple payment methods like bank transfer or PayPal.**

## **How to Succeed in Affiliate Marketing in Nigeria**

**Here are some tips to help you succeed in affiliate marketing:**

- 1. Choose the Right Products: It's important to promote products that are relevant to your audience. For example, if you're active on social media and your audience is interested in fashion, it makes sense to promote fashion items.**

- 2. Build an Online Presence:** Having a platform like a blog, YouTube channel, or social media account can help you reach more people. The more followers or traffic you have, the higher your chances of making sales.
- 3. Create Valuable Content:** Don't just spam your affiliate links. Instead, create content that educates or entertains your audience. For example, you can write product reviews, create how-to guides, or share personal experiences with the products you promote.
- 4. Leverage Social Media:** Platforms like Instagram, Facebook, and Twitter are powerful tools for affiliate marketers. You can reach a wider audience by promoting your affiliate links through posts, stories, or videos.
- 5. Be Patient:** Affiliate marketing is not a get-rich-quick scheme. It takes time to build an audience and start earning significant commissions. Be consistent and patient, and your efforts will eventually pay off.

**Affiliate marketing is a great way to earn money online in Nigeria, especially if you already have a presence on social media or a blog. By promoting products through platforms like Jumia, Konga, Bet9ja, and others, you can earn commissions with little to no upfront investment. With patience and effort, affiliate marketing can become a profitable side hustle or even a full-time business for you.**