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Affiliate Selling: Building Revenue on the Web

Greg Helmstetter, Pamela Metivier

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Discover how you can take advantage of the most rapidly growing form of e-commerce.

Created by Amazon.com in 1996 as a way of generating sales through referrals from linked Web sites, affiliate selling has quickly mushroomed into one of the biggest sources of e-commerce revenue. In fact, experts predict that, within the next few years, affiliate sales will account for as much as 25 percent of all retail e-commerce. A major reason for this is that anyone with a Web site can start earning commissions by becoming an affiliate, and directing visitors to other sites that actually sell something.

Written by pioneering experts in the field, this comprehensive guide clearly shows how to plan, implement, and manage a successful affiliate program on the Web. Helmstetter and Metivier detail the various types of affiliate programs and explain how to choose one that fits your goals. Individuals will learn where to register for free Web pages, how to build a virtual storefront, and how to add affiliate links to their sites. Merchants will discover how to start an affiliate program, extend their marketing reach, utilize third-party tools, and much more.

Get hands-on advice and guidance on how to:
* Select the right affiliate program
* Implement the required technologies
* Manage content development
* Analyze traffic trends and drive traffic to a site
* Avoid pitfalls and costly mistakes
* Maximize commissions by refining the product mix, placement, and display

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