**Affiliate Marketing: an effective way to make money online**

Over the past few years we have heard that many people are making money through different marketing strategies. We wonder **what is affiliate marketing** and why it is so successful. Affiliate marketing is a method by which an entrepreneur pays an affiliate a commission for each sale made by him. This system is a fantastic way to earn money online: the entrepreneur does not have to invest anything and the affiliate does not lose anything if he does not achieve sales. Affiliate marketing is convenient for all parties involved, since there is no risk of loss.

**How to get started ?**

Affiliate marketing is ideal for those who have a blog or a website. The first thing to do is to sign up for free on any affiliate marketing platform. Fortunately there are several recognized and reliable platforms: Hotmart, Clickbank, ShareASale, Amazon Associates, eBay Partner Network, among others.

After registering we must choose the product we are going to promote in our blog. This product must be directly related to the theme of our blog, for example: if we have a fitness blog we can promote cardiovascular exercise machines.

After choosing the product, the platform will give us an exclusive link of it, so that we can promote it in our blog. We will receive a commission for each sale achieved through our link.

**Different ways to promote a product**

While affiliate marketing is ideal for those who have a website, there are also other ways to earn money through this system. An affiliate who does not have a website can promote a product through other media: social networks, newsletters, participating in forums and chats, etc. For example, if you have a Facebook fanpage about skin care, you could promote anti-aging creams. The most important thing is that the product you choose to promote generates a genuine interest in the public that participates in those chats, forums, social networks, etc.

**The secret of success**

If you are determined to make money through affiliate marketing there are a few ideas to keep in mind. If you are going to promote products on your website you must create good quality content, so that you can attract as many readers as possible. This is achieved by providing valuable information, interacting continuously with your readers, knowing their likes, needs, etc. The more you know the readers of your website, the more confidence you will generate in them. Therefore it is more likely that they are interested in the products that your website promotes. Keep in mind that the product you promote must fit the profile of your readers, only then you will be able to catch the attention of the users.

**Conclusion**

Affiliate marketing is a very effective method to earn money through your website. The key to success is choosing to promote a product that generates genuine interest in blog readers. Remember to create good content on your website, which brings valuable knowledge to your readers. This way you generate trust in the users and it will be easier to capture their attention.