



# Affiliate Marketing Explained

- **Online advertising decline.**
- **Pay-for-performance & sales.**
- **Works for any product/services.**
- **Tracking with unique affiliate codes.**
- **Real-time stats & referral commissions.**
- **Misconceptions about affiliate marketing.**
- **Notable merchants with affiliate programs.**
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# Online advertising decline.



Traditional advertising is expensive, and relatively ineffective online. Google and Facebook advertising is now very expensive and regulated. Merchants have to find more effective, innovative ways to reach their prospective customers. Influencer marketing is considered the next best method, but is fast becoming saturated and controlled. A big nail in the coffin of online advertising, is privacy REGULATION by countries.

# Pay-for-performance & sales.



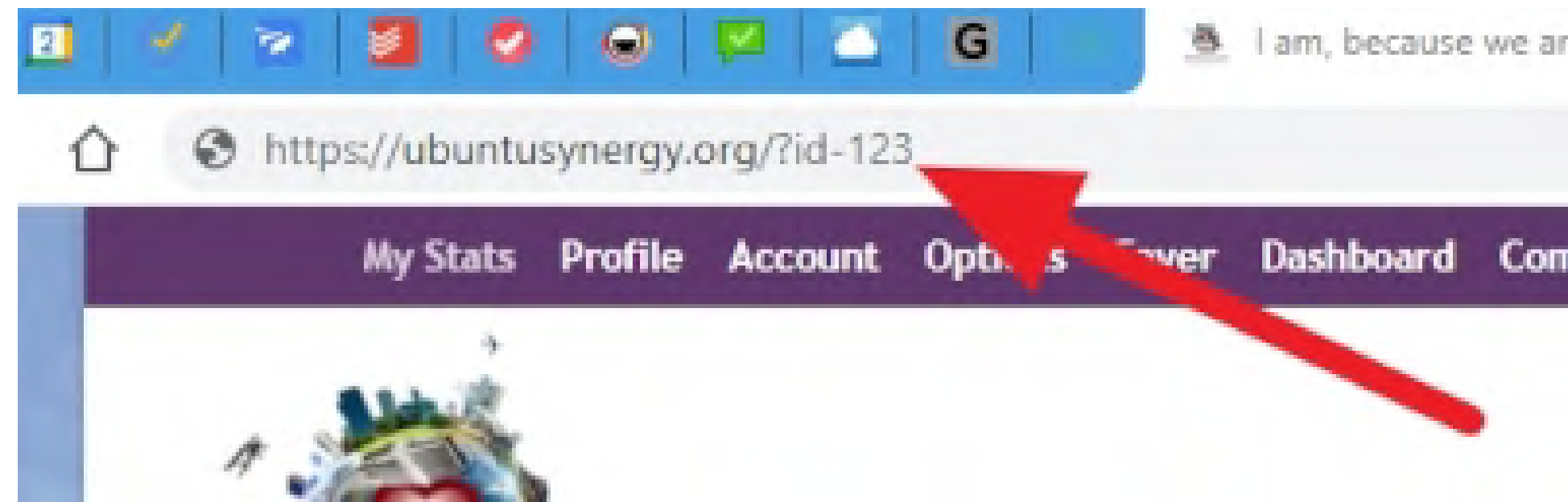
Affiliate marketing is the obvious answer, and has been for many years. Ask Amazon. The main reason that merchants have not implemented an affiliate program, is lack of understanding and expertise. However, once in place, they never look back. It makes sense, to ONLY pay a measured percentage of the product price, than waste money on unpredictable advertising. Affiliates are an effective salesforce, without overheads.

**Works for any product/services.**

**PRODUCTS & SERVICES**

Virtually anything can be sold via affiliate marketing. Tangible goods, digital products and virtual services, such as memberships. The revenue share business model is particularly suited to digital downloads that do not require physical manufacture, nor delivery. In the case of this initiative, we sell memberships, that include digital products and services. Affiliates are paid a commission when new members sign up, due to their efforts.

# Tracking with unique affiliate codes.



Every affiliate is issued with an unique affiliate ID. This number is added to URL links in the browser. The affiliate ID can also be hidden in sub-domains, permalinks, redirects, graphics and QR codes. The affiliate ID is stored in a browser cookie, for a specified period of time. In our case, we pay **lifetime commissions**, so the cookie *does not expire*. The cookie is created when a user clicks on URLs that include a valid affiliate ID. If and when they pay for a membership, the commission is allocated to the referring affiliate.



## Real-time stats & referral commissions.



Affiliate programs are only as good as the tracking technology used. With attractive graphics, accurate tracking and clear reporting, made readily available to affiliates. They value transparency, honesty and efficient support. Timely payouts are made with efficient payment services.



**Revolut**





# Misconceptions about affiliate marketing.



Affiliate marketing is **not** multi-level marketing, which relies on participants building a downline in the shape of a pyramid. Earning income on multiple levels, means the focus shifts to **recruiting others**, instead of the product. This is **CONTRARY** to affiliate marketing, whereby the **PRODUCT** is most important, without multiple levels of compensation. Affiliate programs have ONE tier. If there is no sale, there is no commission. Hence, there's work to do. It's NOT a get-rich-quick scheme. Affiliates are hard workers.

# Notable Merchants With Affiliate Programs.





Despite the lack of understanding, most people are exposed to affiliate marketing, when they buy something online. Amazon is one large affiliate program. Jeff Bezos is the richest affiliate on the planet. He started Amazon, using the revenue share business model, and continues to this day. Most products in Amazon have affiliate IDs attached to the URL, and when a sale occurs, an affiliate somewhere, receives a commission. Affiliates can be individuals and/or companies. It's a silent partnership that pays well!

# Mutually beneficial for merchants & affiliates.



Merchants only pay commissions on products sold. It's a COST OF SALES.



Affiliates have nothing to stock, sell nor deliver. All they do is PROMOTE.





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