Course n °11 and 12

Affiliate marketing :

What is it ?

Affiliate marketing is the process by which an affiliate earns a commission for marketing another person’s or company’s products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. The sales are tracked via affiliate links from one website to another.

How affiliate marketing work ?

three different parties must be involved:

Seller and product creators.

The affiliate or advertiser.

The consumer.

***1-The seller :***

The seller, whether a solo entrepreneur or large enterprise, is a vendor, merchant, product creator or retailer with a product to market. The product can be a physical object, like household goods, or a service, like makeup tutorials.

the seller does not need to be actively involved in the marketing, but they may also be the advertiser and profit from the revenue sharing associated with affiliate marketing.

***The affiliate or publisher.***

the affiliate can be either an individual or a company that markets the seller’s product in an appealing way to potential consumers. In other words, the affiliate promotes the product to persuade consumers that it is valuable or beneficial to them and convince them to purchase the product. If the consumer does end up buying the product, the affiliate receives a portion of the revenue made.

Affiliates often have a very specific audience to whom they market, generally adhering to that audience’s interests. This creates a defined niche or personal brand that helps the affiliate attract consumers who will be most likely to act on the promotion.

***Consumer :***

The affiliate will market the product/service to consumers through the necessary channel(s), whether it be social media, a blog or a YouTube video, and if the consumer deems the product as valuable or beneficial to them, then they can follow the affiliate link and checkout on the merchant's website. If the customer does purchase the item, then the [affiliate receives a portion](https://balthazarkorab.com/2023/05/29/affiliate-programs-that-promise-the-highest-revenue/) of the revenue made.

Types of affiliate marketing :

1. Unattached

In the unattached business model, the affiliate marketer has no connection to the product or service they are promoting. They have no expertise or authority in the niche of the product, nor can they make claims about its use.

1. Related.

A happy medium between unattached and involved, related affiliate marketing is for those who don’t necessarily use the product or service, but who are somehow related to the niche audience. These affiliates often have some sort of influence in the niche and an established following, and can therefore offer some authority.

1. Involved.

As the name suggests, involved affiliate marketing describes those who are closely tied to the product or service they’re promoting. The affiliate has tried the product themselves, trusts that it will provide a good experience and has the authority to make claims about its use.

Course : Viral marketing

What Is Viral Marketing

The goal of viral marketing is to inspire individuals to share a marketing message with friends, family, and other individuals to create exponential growth in the number of its recipients. Viral marketing seeks to spread information about a product or service from person to person by word of mouth or via the Internet.

* Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate.
* The Internet and the advent of social media have greatly increased the number of viral messages in the form of shares, likes, and forwards.
* Some marketing campaigns try to trigger virality; however, many times, just exactly what goes viral remains a mystery.
* Once something goes viral, it is a highly effective way for a message to gain popularity.

Viral marketing can increase a company's reach and, ultimately, its customer base.

Example : King Company sold vouchers bearing discounts on its meals on the condition that the consumer buys them in front of a McDonald's store.

Content marketing

## Content marketing definition

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.

Content should be integrated into your marketing process, not treated as something separate. Quality content is part of all forms of marketing, including:

* [Email marketing](https://contentmarketinginstitute.com/articles/future-email-marketing-experts): Consistently great content trains your audience to anticipate, open and read emails from your brand.
* [Social media marketing](https://contentmarketinginstitute.com/2021/02/control-social-media-success-plan/): Content strategy comes before your social media strategy.
* [SEO](https://contentmarketinginstitute.com/articles/seo-strategy-ai): Search engines reward businesses that publish quality, consistent content.
* [PR](https://contentmarketinginstitute.com/articles/pr-win-media-attention-content): Successful PR strategies should address issues readers care about, not their business.
* [PPC](https://contentmarketinginstitute.com/articles/paid-content-promotion-essential-guide): For PPC to work, you need great content behind it.
* [Inbound marketing](https://contentmarketinginstitute.com/articles/inbound-marketing-content-marketing-definitions/): Content is critical to driving inbound traffic and leads.
* [Content strategy](https://contentmarketinginstitute.com/articles/fix-content-strategy): Content strategy (which determines how content is created and managed throughout an organization) must be considered.