

# Affiliate Program Options

When it comes to starting your own affiliate program you do have plenty of options. The way you eventually run your program will depend upon several items. One large consideration is the type of products or services that you offer, and the way in which your products or services are delivered.

Let's take a look at a few examples. If you look at different websites for health related products you will notice that many of them have an affiliate program. Market health is a huge example of this.

While their products are shipped physically they can still offer a good commission rate to affiliates. This is because their products are consumable. Customers will order the same product each month. This helps to lower the company's overall costs so they can produce higher amounts and know that their products will sell.

Amazon has a similar process. They have thousands of products and, a huge amount of daily traffic to their website. Plus they know that they have returning customers. So they have no problems sharing a small portion of this with their affiliates.

While you may have thought of running an affiliate program on your own website, there are third party solutions that you don't want to overlook. Some of these include sites like ShareASale, ClickBank and Commission Junction. Inside each of these places there are thousands of smaller affiliate programs. Each merchant signs up under the larger umbrella and can take advantage of the exposure created by them.

When affiliates are searching for an affiliate program to join, they will often visit these main sites. They simply type in the type of program they are looking for and then evaluate the results. Can you imagine if your program was listed here, how much more exposure you could get!

This is why it is important to evaluate what type of products you have and if they are suitable for offering in this manner. Even if you ship physical products you can still benefit from affiliate sales.

Clickbank is more suitable to digital products. If you have training courses or even a membership site that offers digital content you can benefit by being listed on their site.

You must get approved as a merchant on any third party site and some of them will require a payment fee upfront. Just remember though that they will be helping you recruit affiliates. So even though you pay a fee to join, this can help reduce your overall advertising costs for your program.