INTRODUCTION
Online Affiliate Marketing is a performance based marketing that compensates sales agents and publishers solely based on the amount of sales made, mostly on individual unit sale price. A company sells it's products by registering publishers to sell the products to their followers and customers for a commission basis on each sold unit.

OBJECTIVE
The Affiliate Marketing Course would teach students how to use enroll for affiliate marketing, the affiliate marketing platforms and how to maximize commissions from affiliate marketing.

COURSE OUTLINE

- Introduction to Affiliate Marketing
- Affiliate Marketing Platforms
- Enrolling in an Affiliate Marketing Program
- Tips and tricks to improve affiliate Marketing
- Types of Affiliate Marketing
- Setting Up affiliate Marketing Program

COURSE BREAKDOWN
MODULE 1
Introduction to Affiliate Marketing

- History of Affiliate Marketing
- Frequently asked questions about Affiliate Marketing
- The basis of Affiliate Marketing
- How affiliate Marketing works
- Affiliate Program payment methods
- Cookies and Affiliates
- Tiered Affiliate Marketing
- Cross selling and up selling
- Multi tier marketing and commissions
- List of affiliate marketing software

MODULE 2
Affiliate Marketing Platforms

- Affiliate marketing with Commission Junction
- Affiliate Marketing with LInkshare
- Affiliate Marketing with One Network Direct
- Affiliate Marketing wit ShareASale
- Affiliate Marketing with Plimus
- Affiliate Marketing with Amazon Associates
- Affiliate Marketing with Flexoffers
- Affiliate Marketing with clickbank
- Affiliate Marketing with Commission Soup
- Affiliate Marketing with Local affiliate Programs

MODULE 3
Enrolling in an Affiliate Marketing Program

- Signing up as an Affiliate
- Logging into your affiliate account
- Integrating Affiliate Links into your websites
- Monitoring affiliate performance and tracking sales

MODULE 4
Tips and tricks to improve affiliate Marketing

- Affiliate Links and how to deal with them
- Promoting your affiliate program
- Overcoming the challenges of affiliate marketing
- Performing market analysis and market research
- Market strategies Establishment
- Affiliate Marketing and organic Search Optimization

MODULE 5
Types of Affiliate Marketing

- Search affiliates
- Price comparison service website
- Loyalty websites
- Cause related and coupon websites
- Content and niche market website

- Personal   weblogs and website syndicates
- Email marketing   and shopping directories
- Registration or co-registration affiliates
- File sharing affiliates

MODULE 6
Setting Up affiliate Marketing Program

- How to attract affiliates
- Hosting and implementing an affiliate program
- Growing your Affiliate Numbers
- Setting up an affiliate program
- Affiliate network service agreement
- Data feeds and customer returns
- Merchants/publisher management
- Setting up an Affiliate Marketing software
- Affiliate program promotion and content pages
- Screen affiliates
- Combating affiliate fraud

BY THE END OF THE Affiliate Marketing Course, STUDENTS WOULD BE ABLE TO

- Register to be affiliate marketers and make money from affiliate marketing

CAREER OPTIONS AFTER COURSE
Students who complete this course have the following career options

- Affiliate Marketer

WHY TGC INDIA?
TGC India is a leading Graphics and Animation Institute in Delhi with branches across the country. TGC India has highly qualified and experienced staff. The Affiliate Marketing   Course with TGC India is a 100% practical course and it comes with a 100% job placement guarantee. The Affiliate Marketing   course with TGC India involves team projects, certification coaching and post course online support. Take an Affiliate Marketing   course with TGC India today.