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Wealthy Affiliate Marketing Glossary

Affiliate Marketing is a concept with its own jargons. To get started, you will have to recognise what the middlemen and affiliate program pitches mean when they use them, otherwise it will come upon you as a bunch of gibberish. For those of you with some experience already in this matter, these jargons are for the beginners and rookies.br /

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Ad Copy: A written sales pitch, also known simply as copy. Most ad copy follow the AIDA abbreviation (Attention, Interest, Desire, Action) and instances can be seen on any site thats selling something.br /

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Affiliate Link: This is how the company knows who to pay. These are the hypertext links given to you by the affiliate program that distinguishes you from general traffic as a whole. Unless you send someone through an affiliate link, you dont get compensated.br /

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Affiliate Program: An agreement with a given company that has this sort of program to advertise and promote their products in exchange for payment, usually as a commission per sale. You do this at your own disbursement, whilst the programs themselves are free to join. I have heard of those that call for payment to join, but I strongly advocate against them, as there are abundant of good programs you are able to join for free.br /

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Commission: This is how you get paid by all affiliate marketing programs. Its not a salary or a fee, and taxes are not incurred and therefore your problem to track. Commissions are usually expressed in percent (%), although some are given in dollars (\$) per sale.br /

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Conversion rate: The percentage of people you bring to an affiliate site that buy. 1% is the industry average. Getting conversions is the name of the game in affiliate marketing.br /

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Creative: The collective reference given by some programs to the summation of all their advertising tool, like ad gifs, testimonials, product photos, and copy text.br /

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Pay Per Click: You get paid everytime someone clicks on a link from your site. One of the biggest instance of a program that does this is Google AdSense, that gives you Pay Per Click ads to place on your site and pays you every time someone clicks on it. Miva ARX and Yahoo! also have ad programs that function the same way.br /

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Pay Per Lead: This one is not common but very convenient. When you direct someone to a site and they sign up for a free trial, e-mail list or sales call, it is called a lead. Some companies pay you to give them leads, that is good for you, because you are getting paid to give a potential prospect something for free.br /

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Pay Per Sale: The most common and usual way to get paid in affiliate programs. When you direct someone to a site and they buy a product, eBook, download a software, or apply for a membership, you get paid a percentage of the gross on it.br /

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Super Affiliate: An affiliate marketer in the top 5% of all affilate marketers. These are the ones that make 80% of all the commissions in affiliate marketing and the ambition of all affiliate marketers looking to get wealthy doing this.br /

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Two-Tier Program: An affiliate program that pays you for your sales and those of anyone you recruit. For all intents and purposes, if you recruit, guide and train your second tier, theyll make you money.br /

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Some programs are also multi-tier, which means you get paid on downline several tiers beneath you or more.br /

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These will get you started with your affiliate marketing apprehension..br /

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Here at a href=http://www.WealthyAffiliateHub.com/ target=_blankWealthy Affiliate/a, you can guide you with all the resources and tools and trainings for you to be successful online!br /

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Check out the success stories and embark your journey to become one yourself.br /

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Read our [a href=http://www.WealthyAffiliateHub.com/](http://www.WealthyAffiliateHub.com/) [target=_blankWealthy Affiliate Review/a here](#).br /

All the best and may you succeed in all that you desire.

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