



Affiliate marketing is a type of performance-based marketing that is strategically designed to maximize returns - at zero risk. It involves a business rewarding one or more affiliates for generating leads, driving traffic and increasing conversions.

No matter what business you are in, a well-thought-out affiliate marketing program can take your products and services to a highly targeted audience, which you can't possibly reach out to, with conventional means of marketing. The best thing - You don't have to pay a dime until you make a sale or get the desired action from the audience. You heard it right - You pay nothing for leads that don't convert. At Virtual Employee, we don't just pick affiliates -but ideal marketing partners who really care for what you offer, and personally recommend it to their audience.

A publisher is an individual or a business entity that promotes a merchant's product or service by placing affiliate marketing ad links and banners on their website or blog, in exchange for a commission. It's annoyingly easy - Find a product you like, promote it on your channel and earn a commission every time the merchant makes a sale. The more leads you bring, the more money you make. Affiliate marketing empowers publishers to turn their passion into a viable business venture, thereby generating a steady stream of revenue. At Isynbus , we help you hand-pick the most fitting campaigns - that you can start cashing in on right away.

For Marchents

No marketing fluff. No sales drivel. No sleazy talk. Isynbus hand-picks quality affiliates for your business, thereby helping you to build authentic connections with your audience.

Line yourself up with us, a trustable, result-driven agency with proven experience in affiliate marketing .Our affiliates don't just bring you quality leads - but turn them into repeat customers consistently too.

Here's how you stand to benefit:

IPay per performance model enables you to market cost-effectively and get a better ROI.

Reach untapped markets to expand your business horizons. Get the opportunity to market faster

Tap into on our network of hundreds of expert affiliate marketers across the globe.

Keep a track of Key Performance Indicators in real time. Never miss a beat.

Opt out anytime without any fuss.

Get a Customized Affiliate program launch strategy drawn for yourself.

Read the benefits of Affiliate outsourced program management (OPM).

Hire a Dedicated Certified Account Manager.

For every Affiliate Marketing campaign, our experts optimize the best possible channel to promote the campaign.

Get in Started as Merchants

We have worked hard - so you don't have to. In just 5 easy steps, you can reach your audience and start forging meaningful connections with them.

1. Setting Campaign Goals

Before you get started with affiliate marketing, you have to be sure about the thing you are trying to achieve from it. Is it simply to get more traffic to your site or boost your sales? Knowing what you want to accomplish is fundamental to designing an affiliate program, choosing the right affiliates and determining the key performance indicators (KPIs) that will be used later to measure the performance against the program objectives.

2 . Choose Right Affiliate

Identifying and selecting the right affiliate partner will be crucial to the success of your affiliate program. There are thousands of affiliates out there ready to promote your products and services but how will you determine how passionate they are about growing your business or how legitimate their traffic sources are? It's also important to determine how you want your business to be promoted. Are you looking to get it promoted via Pay-Per-Click affiliates, price comparison engines, shopping directories, blogs, social media or a healthy mix of all the channels?

If you're a small or mid-sized business trying affiliate marketing for the first time, use a credible affiliate network like VirtualEmployee.com to find the right affiliates for your products/services. Such networking

agencies can help you access a pool of ideal affiliate partners carrying enough value within your budget and on time.

3. Setting commission rates

To build and manage a commission structure can be really tricky. There are too many factors to consider, which can simply be overwhelming. Content and loyalty publishers are to be paid a higher commission than coupon publishers. The rates can also vary with the products/services that are to be promoted. As experts, we help you create a commission structure that will benefit both you and your affiliates, thereby ensuring a rewarding return on every affiliate-generated sale.

4 Creating Content for Publishers

To make the most of affiliate programs, you need to create deals and offers for different types of publishers. Make sure they have all the marketing collaterals and promotional materials that could be used to promote your products/services more effectively. A smart way is to set up a real-time data feed on your affiliate network. Think creatively. You can offer deals, discounts, coupons, cashback offers, freebies and lots more to stay competitive within the affiliate channel.

5. Measuring Performance

While running an affiliate program, not measuring the performance means wasting money. When you have smart analytical tools at your disposal, why leave it to guesswork? We'll help you keep a track of how well your affiliate programs are performing in real time in terms of Key Performance Indicators (KPIs) such as clicks, conversion rate, return on ad spend, incremental revenue, cost per click and so on and so forth.

It doesn't stop there though. Keep testing, learning and testing again to optimize the campaigns for getting the best performance.

Getting Started as an Affiliate

Affiliate marketing is a win-win scenario for everyone. Your readers get smart solutions to their problems, merchants get to grow their business and you are able to monetize your passion. In just 5 easy steps, you can start earning commission on affiliate-generated sales.

1. Identify your forte

Do your friends and relatives always seem to take your advice on which drapes to buy for their living room or how to choose the right golf club for every shot? What is that one thing you are exceptionally good at? If you know it, you're all set to be an affiliate. If not, better figure it out. The key is to stick to a niche you can serve better than others. Once you do that, ask yourself -

2. Build a Site

If you already have a website, you are up and ready to start earning commission from affiliate marketing. If you are yet to have one, it's easy to get started. With platforms like WordPress, creating your own website is now easier than ever before. All you have to do is buy a domain, purchase and set up hosting, install CMS, customize your theme and start creating content. If it seems too bogging, you can always hire a WordPress developer to help you get through it.

3. Research Affiliate Programs

The next step is to find the right affiliate program for your site. Choose a business that offers products or services in your niche, and that you are comfortable promoting. There are e-commerce giants like Amazon and eBay that sell just about everything; so, . be something too difficult to do. Choosing an affiliate program also depends on how much commission you want to earn from the products you sell and what other perks the merchant is offering to the affiliates.

4. Keep Getting Better

If you periodically create valuable content addressing the pain points of the target audience or simply answer the questions that makes their lives easier, it won't be long before you build a decent following. You can create blog posts or simply post product reviews to help your audience make smarter, informed decisions. The objective should be to become an authority in your niche over a period of time. The better you get at this, the more valuable you'll become for your merchant and the more commission you'll earn on every purchase.

Case Study 2

In this case study, we are sharing methods and tips on how to create and grow a marketing site, based on our affiliate marketing experiences. One of our clients' blog used for this case study went from freshly created to making just under \$3,000 a month in a span of six months. That's remarkably fast and stands as a testimony to Virtual Employees' skill as an affiliate marketer.

The first month was all about creating and setting up the site, as well as how we chose the right niche, products and monetized the same. Not to mention the sheer amount of work we put into research and content to fill the site. We dug deep into reviews for the chosen product and wrote long reviews hovering around the 2,500-word range. The first month, we had just over 800 visitors and made around \$100.

The second month, we came up with a new strategy and created a blog to accompany the site, where we talked about how we created the content, linked things together, and worked on link building. Through content and links, the site drew up to 2,200 visitors and generated more than \$500 in sales. The third month, we further expanded the blog, thereby leading to a substantial rise in both the traffic and the profits.