

# Amazon Affiliate Marketing

So here's my Amazon affiliate marketing pdf. You can download it here. Amazon was one of the very first programs I used as an affiliate marketer. Anyone who joins Amazon's partner program can promote any of the thousands of products on the site and earn revenue share based on the sale.

Through the partner program, affiliates can earn between 3% and 11% commission depending on the particular product they're promoting. Here's the affiliate commission run down as of the current time:

Product Category	Standard Commission Income	Special Conditions
Amazon Fashion:		<b>Direct Qualifying Purchases:</b>
Clothing & Accessories, Shoes, Handbags, Wallets, Jewellery, Watches, Luggage, Amazon Fashion Women, Men and Kids Private Label	11%	Qualifying Revenues per month = less than £2,500
	12%	Qualifying Revenues per month = £2,500 or more
	1.5%	<b>Indirect Qualifying Purchases</b>
Handmade	10%	
Personal Care Appliances, Health and Personal Care, Stationery and Office Supplies, Baby, Grocery, Pet Products, Car & Motorbike, Beauty	7%	
Home:		<b>Direct Qualifying Purchases:</b>
Furniture, Home Improvement, Home, Kitchen & Dining, Patio, Lawn & Garden, Power & Hand Tools	7%	Qualifying Revenues per month = less than £40,000
	8%	Qualifying Revenues per month = £40,000 or more
	1.5%	<b>Indirect Qualifying Purchases</b>
Hobbies:		<b>Direct Qualifying Purchases:</b>
Outdoor Recreation, Toys & Games, Sports & Fitness	6%	Qualifying Revenues per month = less than £7,500
	7%	Qualifying Revenues per month = £7,500 or more
	1.5%	<b>Indirect Qualifying Purchases</b>
Books, Kindle eBooks, Music, Musical Instruments, DVD and Blu-Ray, Software, Beer, Wine & Spirits, Digital Video Games, Business Industrial & Scientific Products	5%	
Amazon Devices:		<b>Direct Qualifying Purchases:</b>
Fire TV, Kindle and Echo Devices and Accessories	4%	Qualifying Revenues per month = less than £7,500
	7%	Qualifying Revenues per month = £7,500 or more
	1.5%	<b>Indirect Qualifying Purchases</b>
Computer, Electronics, Video Games, Camera, Major Appliances, Digital Software	3%	
Home Entertainment, Smartphones and Mobile Phones	1%	
Prime Wardrobe Purchases, Gift Cards	0%	
All other Product Categories	3%	

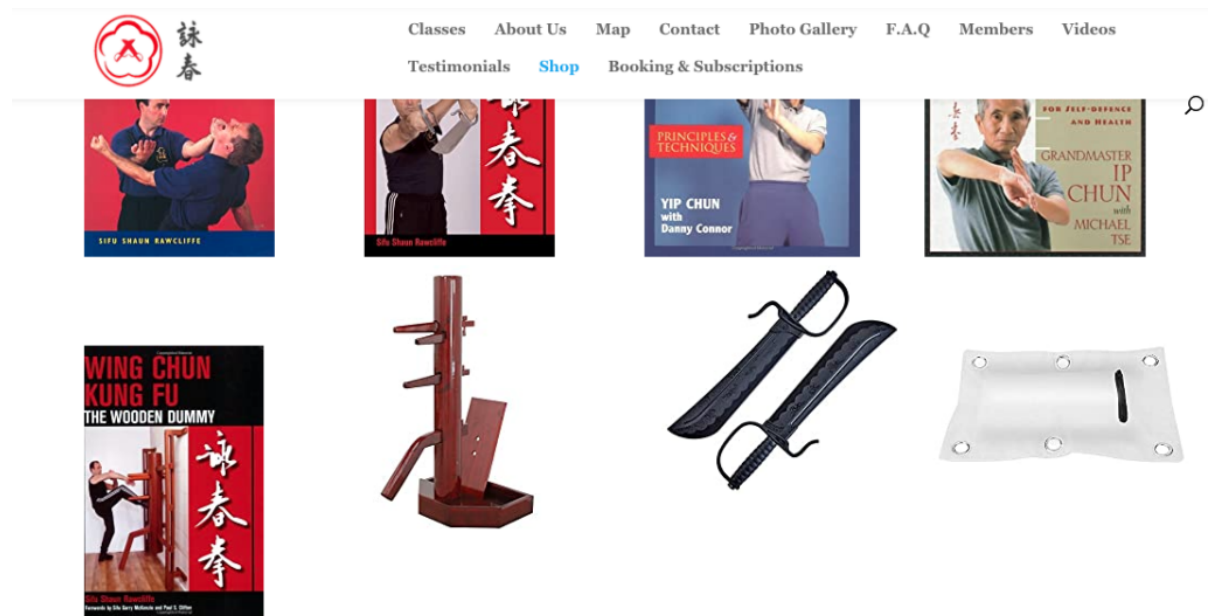
There are, of course, better paid affiliate programs you can join. See [highest paying affiliate programs list](#) and [what is high ticket affiliate marketing](#). But Amazon offers so many products, it can be a useful addition to your affiliate toolkit to become an Amazon affiliate.

## Amazon Affiliate Marketing Pdf

If you've already got a website which generates traffic in pretty much any niche, Amazon offers another way to monetise it. Just join their program, grab

some products and drop them onto your website. Pre-pandemic, I ran a local martial arts school. To help monetise the school, I use products from Amazon which I recommend to my students.

Anyone with a local business can add another earning strategy by placing some Amazon code on their website and leading their visitors to products on Amazon.



I don't make a lot of sales through this site, it has to be said. But it's another passive income "trickle" for not much work.

In order to make more money from Amazon, *you need more traffic*. You can generate traffic in a number of ways. However, with Amazon's commissions being from 3% to 11%, you need to generate traffic *fairly cheap* in order to still come out ahead.

## Marketing With Amazon - Review Site

One simple marketing strategy using Amazon is to create a review website. Review websites are great for affiliate marketers because they bring in visitors who are geared and ready to purchase something *specific*. They just need a bit more information to see whether the product is right for them.



earphone comparison website

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About 1,660,000 results (0.87 seconds)

versus.com > headphone ▾ traffic (us): 570/mo - keyword

**Headphones comparison & Personalized**

**Headphones comparison: find the best headphones for**

If you own a review website you can compare several similar products and give an honest comparison between them. Each review will have an affiliate link to one or more products on Amazon.

As people find your reviews, some of them will click your links and hey presto, a sale! Getting people to your website is key. You can spend a lot of time building a website to sell Amazon products and still get nowhere; so it's important to do your research before hand so your time isn't wasted.

## Amazon Affiliate Marketing PDF - A Niche Website

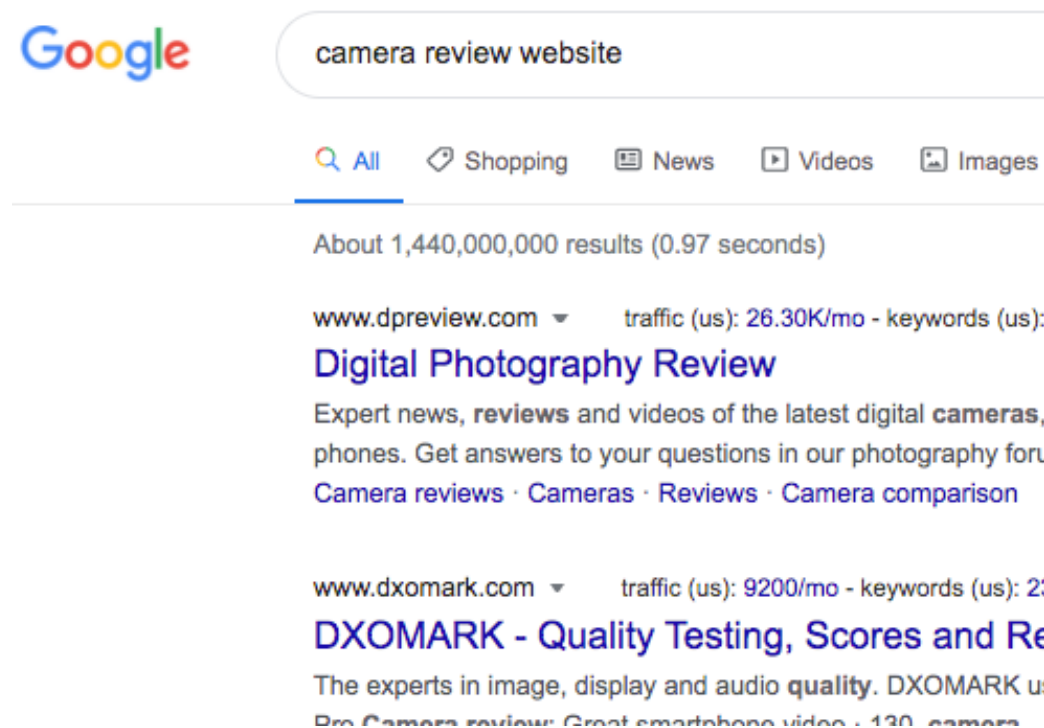
Another option, other than a review website, is to [build a niche website](#) which specifically focuses on a particular niche you know about. As you build your site, and offer information on your topic, you will attract visitors who are interested in your topic.

You can then place products on your site which your visitors would be interested in. Like a review website, it's worth doing some research beforehand so that you give yourself the best possible chance of success.

This starts with your topic and product. Of course there's thousands of products on Amazon, how do you choose one? Start by looking at your own purchasing history. Ideally, you'll choose a product which you know something about, or in a niche you know about or have an interest in. That way, when it comes to creating content, you have something to write, or v'log about (video blog).

# Researching Your Topic

What you want from a niche website is to rank highly in the search traffic and attract free visitors. Then, visitors see your content and click on your affiliate links. But this isn't an easy task. In the image below you'll see a "camera review website" search brings up a few results and a number at the top of the page: 1,440,000,000.



You can apply this same search for a number of other product types to see which offers the least competition.

Here's another search for earphone review website.



"earphone review website"

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4 results (0.41 seconds)

www.youtube.com › watch traffic (us): 176.50M/mo - keywords (L)  
**[Hindi] Blaupunkt Wired Earphone Review - You**



[Hindi] Blaupunkt Wired Earphone Review Web  
http://www.technuter.com/ Facebook: https://www  
30 Dec 2016 · Uploaded by Technuter

www.headfonia.com › review-smsl-ad18

**Review: SMSL AD18 - Tiny Wonder - Headfonia**

31 May 2018 — I know, Headfonia is a head- and earphone review  
speak about headphones right ? But please, bear with me on this ...

★★★★★ Rating: 4 · 73 votes

But how many people are searching for earphone reviews? Look at Google's keyword planner to find out:

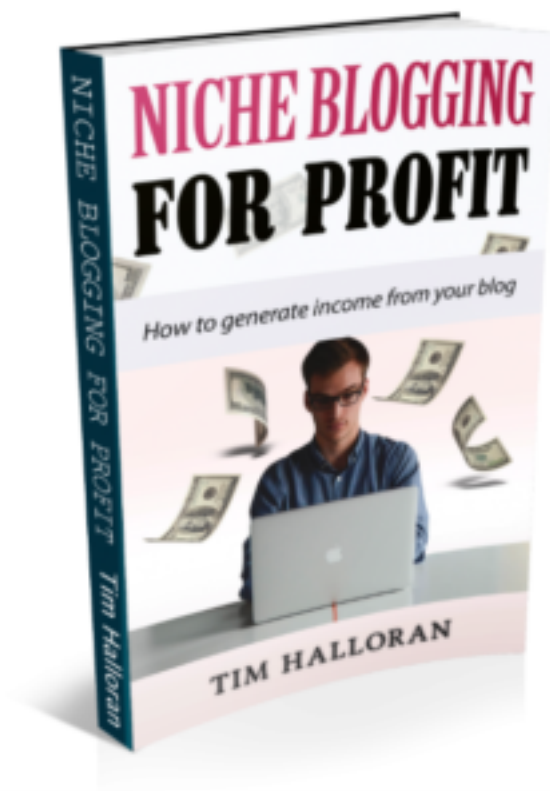
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition
Keywords you provided		
<input type="checkbox"/> earphone review website	10	Low
Keyword ideas		
<input type="checkbox"/> earphone comparison website	40	Medium

1 - 2 of 2

Earphone review website doesn't get much traffic as you can see. So perhaps this isn't the best topic to choose. But this can give you an idea of what you're looking for. Ideally choose a topic which gets plenty of traffic and has the least competition. That way, you have more chance of ranking your site on Google (and other search engines) to get free traffic.

Think of a topic or subject which you would be happy writing about. To get a site ranking on Google does take some time and effort, so you'll need to work at it for the long term to make it work.

See [Niche Blogging For Profit](#) for more on this strategy and also [best micro niche for blogging](#).



## Amazon Commissions

Amazon's affiliate program doesn't pay huge commissions - paying between 3% and 11% commissions to its affiliates. This doesn't leave a lot of scope for using paid marketing strategies so your marketing tactic will usually have to be cheap or free. Blogging and niche website building are only two marketing strategies and there's plenty of others. Plus, consider using digital products too which pay much larger commissions (40% and above).

See also [free traffic sources for Clickbank](#) for more product ideas and marketing strategies.

For more training on affiliate marketing [access a free video series here](#).