

Title: Affiliate Marketing - Key Development Trends in the Field

Greetings everyone! My name is Lisa and I am Head of Affiliates at NetSolid Investments fund. Recently, despite the economic turmoil in the country, our team has grown both numerically and professionally. In this article, I want to talk about the field of affiliate marketing and what the profession of an affiliate manager is all about in particular.

The Beginning of My Path to Affiliate Marketing

Although I currently have 5 years of experience in affiliate marketing, I got into it completely by accident.

At that time, when I took my first steps as an affiliate, there were no dedicated courses and schools, despite the fact that affiliate marketing was no longer something fundamentally new.

The only professional requirement I had as a candidate was a perfect command of English. This was followed by 6 months of sleepless nights dealing with basic marketing metrics and learning how to set up processes.

Having invested a lot of time and effort in my own training, I laid a solid foundation for my career development as an affiliate marketer.

My career at NetSolid Investments Fund

By joining the NetSolid Investments team, I already have some knowledge and experience. However, affiliate marketing is a fast-paced industry where one trend follows the other literally in the blink of an eye.

To work in the Fund, I constantly have to learn and improve my skills and gain experience from the most successful professionals in the affiliate marketing industry.

My current responsibilities as the Head of Affiliates include team building in the Fund's portfolio, setting up internal processes as well as liaising with the Fund's global partners.

So, why did I choose this profession, which is so challenging at first glance? The thing is that marketing is an integral part of my life and the lives of many people, although they may not even know about it.

Word of mouth is the simplest example of how marketing works in everyday life: you enjoy a coffee at your local coffee shop and recommend it to people you know. However, modern digital marketing is a complex science where success depends on numerous things.

Personally, I like to feel like I'm a big part of a project and have my hand in its development looking for new opportunities as it's energizing and very stimulating.

What I value most in my current job are communication and analytics. You can own the information, but without the ability to analyze it properly, you will not succeed. Without proper analysis, all those charts and figures lose any meaning.

The opportunity to communicate with successful and simply cool people is a nice bonus of my job. They have a special energy that serves as a source of inspiration for me to work even more productively.

Affiliate Marketing Today

Affiliate marketing is a massive industry that is growing year on year and many companies need the services of affiliates to generate more sales and therefore more profit.

In simple words, Affiliate marketing is a method of promoting online business through the efforts of affiliates. By bringing in new customers, they get rewarded with a share of the profits of the company which products or services they are promoting.

According to the affiliate marketing business scheme, each party has responsibilities for creating and promoting products. This ensures high efficiency of the processes and fairness in the distribution of profits between the participants.

There are also solo affiliates, i.e., marketers taking over all the work. However, more often we deal with companies called affiliate programs or affiliate networks.

The affiliate manager is one of the most important employees of the affiliate program. It is the affiliate manager's job to find new affiliates and keep the existing ones involved.

Since the affiliate manager profession is relatively new, and there is a shortage of affiliates on the job market, the demand for affiliate managers is very high.

Here are some important benefits of working as an affiliate manager:

- High salary;
- Relatively low stress;
- Taking on long-term projects;
- Ability to work remotely (optional).

There are several disadvantages to the profession, including routine work and high requirements for a candidate: responsibility, analytical mindset, proactivity, creativity, ability to handle large amounts of information, knowledge of English, and communication skills.

These high demands are due to the fact that the list of tasks performed by an affiliate manager is very rich and includes the following:

Affiliates search and networking;

- Developing strategy and defining key performance indicators;
- Finding sources of traffic and tools to deal with them;
- Preparation of creatives, which are advertising materials for affiliates;
- Monitoring affiliates' performance to determine if they comply with affiliate program policies and how their activities fit with the brand guidelines;
- Competitor analysis to keep abreast of the latest industry trends.

In addition to the above, the affiliate manager is also responsible for drafting specifications, identifying business needs, and coordinating the work of creators of content and applications.

The affiliate manager is a profession where well-rounded people succeed, i.e., those who are not afraid to go beyond and be proactive for the sake of their company's development.

Growing Interest in the Affiliate Marketing Industry and the Affiliate Manager Profession

In 2022, the value of the affiliate marketing market has almost doubled compared to the figures for 2015. And it shows that affiliate marketing is a fast-growing niche and at the same time a very effective tool for promoting products and services. Many large companies are already using affiliate marketing, and this has contributed to the growing need for affiliate managers and interest in the profession accordingly.

This is largely due to the general trend towards the digitalization of many aspects of daily life, including business. One of the strongest drivers for digitalization was the pandemic when many people were forced to self-isolation.

During the pandemic, there was a huge increase in demand for online products and services, from food delivery to online gambling. This strong growth in the affiliate market has been fuelled by the move of many businesses into the online environment.

Today, many people, unable to work in their previous jobs, are looking for remote job opportunities, and that also contributes to the growing interest in the affiliate manager profession.

With a salary of \$500 to \$4000 per month received by a competent person, the financial component is also a strong incentive for candidates. However, given the high demands mentioned above, only technically skilled and communicative people willing to invest time and effort into their own learning can get the job.

Digital marketing projects - including SEO and affiliate ones - are the main focus of NetSolid Investments. The Fund's main mission is to provide expertise and investment support to companies seeking to become leaders in their industries.

Finding them very promising, NetSolid invests in affiliate marketing projects. As the Fund is always in need of talented people, the position of affiliate manager remains open.

If this article has inspired you and you wish to become part of the NetSolid Investments team, we are always ready to welcome proactive people eager to develop and try out new fields.