



Affiliate Marketing vs Ecommerce



Arthur Kulyk Oct 31 · 4 min read



Are you planning to start an online business? Well, you're in luck, because there are many ways to bring this plan to life. And while you're at it, why not explore affiliate marketing or e-commerce? These are the two most popular ways of doing business online these days. Both have low startup costs, and with a little time and effort, they can become a lucrative spin-off business!

But there is a lot of controversy about which strategy is the best. Should you get into affiliate marketing or start planning your own online store? Can you do one or work with both? To get started, you need to know everything there is to know about these two online business models so that you can decide which one is most appropriate for your brand development and well-being.

Affiliate Marketing

You've probably heard about affiliate marketing, although you may not have known about it. If you come across claims like "we may get a commission from this link" on multiple sites and on social media, then what you've seen is already a component of affiliate marketing. With affiliate marketing, you get a percentage of selling other people's products or promoting a company's services.



You will need three things

There are three things you need to make money with affiliate marketing: an affiliate program, products or services, and customers. Before signing up for any affiliate program, you should do your research as the industry

is filled with shady programs like [Wealthy Affiliate](#), which often teach outdated and bad methods.

Depending on the affiliate service you signed up for, you may be rewarded for every click, purchase, or action customers take when they land on a seller's landing page. Your commission is often based on the number of leads and sales you've brought to the seller's site.

Once you become a member of the program, all you have to do is choose products or services, try them yourself, and write a compelling review so that people who read your blog or check your social media accounts are tempted to make a purchase.

Benefits

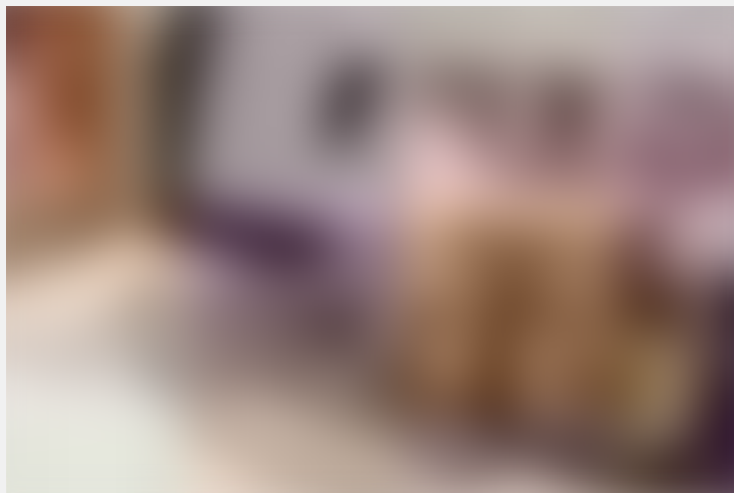
What's great about affiliate marketing is that you can advertise multiple products at the same time. You are not tied to a specific product and do not need inventory as all products are supplied by your channel partner.

limitations

While sales are only equal to a certain percentage, they can skyrocket if you create engaging content for your customers. You need to make sure your products resonate with your subscribers to encourage them to subscribe to newsletters, subscribe to mailing lists, or check out products. In other words, it takes time and effort. creating engaging content before you can make significant money from affiliate marketing.

Electronic commerce

E-commerce is another lucrative venture you might want to consider. Unlike selling other people's products, an online store allows you to showcase your own products, sell them, and rate them as you wish. You basically set up an online store and control all aspects of it: marketing, pricing, shipping, customer service, etc.



When building your ecommerce store, it's natural to seek help from successful digital marketing experts and professionals. There are also many resources on the Internet that can help you get your online store

up and running. The program can be useful for beginners, but it is very expensive.

Virtual store and much more

Having an e-commerce site goes beyond posting photos and prices. You also need to set up your payment methods and account for delivery times and associated fees. As with other companies, you will also have to deal with customer issues, from dissatisfied to rave product reviews. Apart from technical issues, you also need to resolve legal issues such as permits, licenses, and sales tax. This is not only for regulatory compliance, but also to ensure customers that your business is legitimate.

It takes more time and effort

While it may take a while before you see the carts fill up with orders, building your business is the best way to go. E-commerce is booming, and when people see online shopping as a convenient alternative to regular shopping, you will soon see your efforts pay off.

The best strategy for making money online

Now that you know the difference between affiliate marketing and ecommerce, only one question remains: which strategy is the best?

Well, the answer depends on what and how much effort you can put into it. If you want an easy way to make money without worrying about inventory, then affiliate marketing is the way to go. The only downside to affiliate marketing is that you only earn a fraction of the sale, and you need to know how to create content and promote in order to generate significant profits.

But if you want to sell your own products or offer your experience to the world, then e-commerce is your best bet. What's great about this model is that you do your best and get all the profits.

Find a profitable niche and get to know your customers more than their needs and concerns. When you plan your business around them, you will see growth and success.

Conclusions

Affiliate marketing and e-commerce are two of the most popular online earning strategies today. Knowing their strengths and weaknesses can help you decide which one is best for expanding your online presence and increasing your wealth.

Affiliate Marketing

Ecommerce

Money

Earn Money Online

Wealthy Affiliate



More from Arthur Kulyk

I write articles on various topics

Follow



More From Medium

Know the difference:
what are on-page and
off-page SEO

SpurIT



Growth Marketing: The
10 Pillars To An Effective
Strategy

Guillaume TESSIER



Stand A Chance to Win
Exclusive HUAT COW

COW Prizes This Chinese
“NIU” Year With vivo
Malaysia

SiennyLovesDrawing



How Google is growing
its Tez App in India via a
simple Growth Hack

Vrushal Kapadnis in Startups &
Venture Capital



Don't See Red on Black
Friday

Noticed.



Streaming Live Video?
Engagement is the One
Metric to Watch

Vincenzo Landino



6 Aspects Of Your
Customer Experience
That Can Help You Grow
Your Revenue

Kinjal Shah



How to Increase CTR with
4 Super Easy Way

Annie Leahman

