Chapter 4

Top Affiliate Marketing Trends

Within the realms of digital marketing, affiliate marketing as made itself quite a name and has one of the highest rates of growth. In 2020, affiliate marketing has seen one of the quickest and most effective of rises. Due to the constant changes in the faces of the web, affiliate marketing is also one that changes to keep up with the world. Consequently, companies try to alight themselves with changing strategies.

# Which Trends top the world of Affiliate Marketing?

There are lots of different trends dominating the world of affiliate marketing, some changing faster than the others. Here are a few of them:

1. **Content plays the most Vital Role:**

Affiliate marketing is one that relies heavily upon the kind of content created to pursue it and promote a certain product or service. Content will continue playing an integral part in the world of affiliate marketing and pushing out content that appeals to the internet, social media platforms. Ultimately the customers are the most vital contribution when it comes to affiliate marketing. Over the years, the type of content created has seen many changes, which has evolved along with the evolution of how people use and perceive the web. From texts to visuals, to an audio-visual combination, the content has continuously changed to keep the audience involved throughout the years.

1. **Use of Voice Search:**

Smartphones have been around for quite some time now, but the increased feasibility of coming with them is still considered as a new thing. Smart devices like Google Home Amazon Alexa have recently started to be adopted by more people. Similarly, people have started to rely more upon personal smartphone assistants like Siri and Cortana, which brings us to the fact that the use of voice search is also increasingly becoming popular. Since more online searches are being conducted via voice-search, the world of affiliate marketing has also adopted along with it. This means, coming up with search terms during your marketing campaign has started to change according to how a person would normally speak for a query, other than typing a query, which is generally more formal. Similarly, the content has been somewhat localized as most searches made today are fairly local.

1. **Influencer Marketing continues to Grow:**

Influencer marketing has taken off in recent years and has become one of the most dominating trends when it comes to affiliate marketing. YouTube and Instagram stars have met with a large amount of either intended or unintended, fame. Along with this fame, they're always looking for ways to monetize their audience as a way of earning money. Influencers have managed to earn the trust of their viewers and audience over time, and if they market a product or service, their audience will likely be more inclined to buy it. People are searching for the content all the time on the internet, and with someone you look up to, who has experience with what you want and is giving a fairly honest opinion on it, it is likely sure to grab the attention of a large flock of people.

1. **Adaptation of Native Marketing:**

Rather than just putting your marketing out into the world for anyone to grab and find in the vast sea of the internet may not be a very effective method. Rather, adopting the methodology of native marketing is being applied more now when it comes to affiliate marketing. Native marketing means to focus on or target a certain target audience that would be more interested in your product or service, which means there is a higher chance of you being able to convert this audience into paying customers. Most businesses, and even search engines, are relying upon user experience now, which means the localized information is the better it is met. Similarly, affiliate marketers are also now trying to create content for a certain group of people so that a better return is seen.

1. **Creation of Mobile-friendly Content:**

Due to the changing face of the web industry, people are now using mobiles and smartphones more for internet browsing rather than desktops or laptops due to the feasibility and practicality that comes with them. Which is why, affiliate marketers and advertisers need to create content more in tune with smartphones and mobiles, and adopt a more mobile-focused strategy. Content like sites, pages and blogs created need to be mobile-friendly so they can be opened and sued just as effectively as on a laptop or computer. Optimization of content such as landing pages to be more mobile-focused will ensure that no click loss is met when traffic comes to these landing pages. Similarly, optimizing for different operating systems is also essential.

It is true, however, that the world of affiliate marketing is vast, and you don't know what trend will be successful and when. However, a few of them will continue to be on the rise for quite some time, and if they are adopted, success is more likely insured.