Chapter 10

The Challenges Associated with Affiliate Marketing and How to Overcome Them

Some affiliate marketers may find it hard to reap the same results as all of their counterparts and face challenges along the way that can’t be easily dealt with. So what are these challenges associated with affiliate marketing, and how can you overcome them?

# Common Affiliate Marketing Challenges:

There may be a lot of struggles that affiliate marketers face in their careers. While some probably subjective and depends on person to person, a lot of challenges faced are common amongst most affiliate marketers and the way to overcome them is also feasible.

1. **Small Commissions:**

In many cases, commissions earned by affiliate marketing are not substantial and can be very small. The payment cycle is also not consistent, and the commission may take months to reach a marketer. By then, the affiliate marketer has already put most of their expenses in promoting their strategy, such as for generating sales, clicks, leads and expanding the audience.

1. **Keeping Yourself Motivated:**

Keeping yourself motivated may sound like an easy concept, but it is quite hard when you're your boss. It's easy to start with a plan and keep up the enthusiasm and excitement of getting into a new career path. However, after some time, doubts may start to creep into your mind about whether this is the right choice for you or not. These doubts may make you lose your motivation and make it hard for you to keep pushing every day. However, to get the rewards you want and earn the commission you started this for, you will need to keep yourself motivated no matter how difficult it may seem.

1. **Technical Skills not Sufficient:**

If you’re new to the world of affiliate marketing, or generally new to the world of internet and technology, and learning how to use it efficiently, you may be struggling in your career as an affiliate marketer. In a largely web-based world, many affiliate marketers struggle due to a lack of technical skills. If you fall into that category, you may struggle with setting up internet marketing methods, which could include setting up leads capture pages, auto-responders, blogs, the right content and social media platforms to promote your marketing.

1. **Getting the Appropriate Knowledge:**

You can’t just one day get up and decide to be an affiliate marketer and expect to be successful at it. There is a certain level of education to be gain before it and learn some basics about how actually to go about it. Most people choose to learn via the internet; however, there is no telling if that information is even correct or valid to your situation. Any form of contradictory advice could have you running in circles and would essentially get you nowhere. It could also take some time for you to find all the relevant information you need at just the right time.

1. **Receiving Support from your Seller:**

Once an affiliate marketer has contacted the seller and agreed to market it, they're on their own from then on. A lot of affiliate marketers are left in the dark by their suppliers and don't get the right kind of product support they need or recommendations on marketing tools to use. At most, the marketer may be provided with a coded link or a one-time marketing piece without any other forward ideas. Thus, usually, marketers are left on their own on how to market the product

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# How can these Struggles be overcome?

There are general guidelines on how to overcome struggles when it comes to affiliate marketing. Though many challenges may be somewhat specific, a lot of them may be solved by collective knowledge and perseverance.

* Don’t try to venture too much into the unknown, stay focused on what you already know and have knowledge on it. Sticking to it will mean you can make comparatively more informed decisions than doing something new to you.
* Keep yourself motivated by thinking of the success that will come to you if you make it big in your affiliate marketing career. Let the potential of success drive you on.
* Use reliable resources for knowledge that has been tried and tested by sufficient affiliate marketers before you. Studying up on all aspects beforehand and taking your time to gain all the information you need may prove to be useful in the long run.
* Choose a product that you can resonate with and understand without other forms of support. If you understand a product well, you will have the ability to convey it to your audience better.
* Don’t try to rush into things. Test your hand at one product first, and once you make it successful, move onto the next one. Taking your time will be beneficial.

Hence, it is no secret that affiliate marketing is a tough career choice, and just like any other field, you will be faced with challenges daily. However, what matters is how you tackle these challenges and learn to overcome them, so they don't come in your way.