Chapter 8

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ABSTRACT
The domain of online marketing and internet advertising is going through radical changes. In context to Indian online market, according to Internet and Mobile Association of India (IAMAI), the digital commerce market has seen a growth by 33% reaching to a figure of 62,967 Crore in the year 2015 which is predicted to touch $50 to $70 Billion by the year 2020 owing to the increasing popularity of online shopping and increase in internet penetration. Affiliate marketing is referred as performance marketing and associate marketing (IAMAI Research Report, 2014). Affiliate marketing is a type of online marketing technique where an affiliate/promotes a business through an advertisement on their web site and in return that business rewards the affiliate with commission each time a visitor, customer generates sales. The objective is to analyze by conceptualizing the mechanics of affiliate marketing through judicious and optimum use of digital content marketing by e-tailers so as to engage customers and create boundless business opportunities for growth, expansion and profitability.

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INTRODUCTION

The domain of online marketing and internet advertising is going through radical changes. Rapid technological advancements and breakthroughs have led to the digitalization of the media, which in turn has resulted in ferocious marketing strategies aimed at promotion of brands by businesses. Internet advertising has gained prominence with the high growth rate of online media penetration at global level because it offers richer possibilities to directly make targeted communications to global consumers and segmenting them. In context to Indian online market, according to Internet and Mobile Association of India [IAMAI], the digital commerce market has seen a growth by 33 per cent reaching to a figure of 62,967 Crore in the year 2015 which is predicted to touch a mammoth figure of $50 to $70 Billion by the year 2020 owing to the increasing popularity of online shopping and increase in internet penetration (IAMAI Research Report, 2014). Online retailers like Flipkart, Amazon, and Yatra.com have already started affiliate marketing in India and it is gaining popularity in digital market. Affiliate marketing has emerged as one of the choicest promotional tools for lead generation the digital promotion through seamless integration of variety of programmes. In an online affiliate program advertising website offers their affiliates revenues based on provided website traffic and associated leads and sales. If a website decides to join another websites affiliate program, it has to host a coded link on its website that directs a visitor to the parent website. If the customer makes a purchase from the parent website through this affiliate link, the host website will get a percentage of that sale. To summarise, Affiliate marketing is a type of online marketing technique where an affiliate/publisher promotes a business through an advertisement on their web site and in return that business rewards the affiliate with commission each time a visitor, customer generates sales. Affiliate marketing is also referred as performance marketing and associate marketing (ibid).

The objective of this research paper is to analyze by conceptualising the mechanics of affiliate marketing through judicious and optimum use of digital content marketing by e-tailers so as to engage customers and create boundless business opportunities for growth, expansion and profitability. E-retailers intend to take advantage on it in spite of impediment and escalated competition of e-tailers. Tomorrow’s high-performing businesses will use technology to strengthen their relationships with customers, leverage their data, optimize and secure their critical systems, and enable their workforces with leading tools.

Technology is also enabling customers to take more control of their shopping experiences, and new approaches to shopping and fulfilment are opening the doors to competition that would not have been viable just a few years ago and it’s all changing at warp speed. Retailers are increasingly leveraging their presence across channels of catalogue, web, stores and kiosks, to increase their share of the customer’s wallet and
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