

Published based on [Are Internet Marketers in Demand?](#)

# **Are Internet Marketers in Demand?**

Is there a demand for online marketers today? Yes, there is a huge demand. One of the challenges faced in the online marketing industry is that it sometimes sounds too good to be true: advertising that's guaranteed to work or it's free!

Newcomers wonder if it's possible, and skeptics claim that the cost effective prices of affiliate marketing lower the bar for online advertising. But there is a good reason that affiliate internet marketing has experienced steady growth throughout the ups and downs of online advertising-it works. And affiliate marketing has evolved to become a reliable source of sales for a wide range of marketers. Online marketing is becoming a new way to create an income online, and internet marketing means financial freedom to many affiliate marketers who embrace it.

Affiliate marketing has evolved from the early years when some touted it as the future of online advertising, and others claimed it was the downfall of the medium. It's now a sophisticated channel that creates anywhere from five to 25% of online sales for many of the world's biggest brands.

Almost all major multi-channel marketers have an affiliate program of some kind. The important thing to remember is that affiliate programs now come in all shapes and sizes. The concept of a wide-open affiliate program with an unlimited and uncontrolled number of affiliates is a thing of the past. Nearly all marketers agree that affiliate marketers add value to an internet marketing effort, but the program must be tailored to meet the marketer's objectives.

Internet marketing did not bring an end to other, higher priced forms of online media advertising. The success of the internet affiliate marketing in delivering sales cost effectively by way of a pay-for-performance model paved the way for other forms of performance-based advertising, such as CPA-based search and portal advertising, to create acceptance among direct marketers. Affiliate internet marketing has evolved, with internet marketers and marketers becoming more sophisticated and programs more integrated with other forms of online marketing.

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