



# Affiliate Marketing: Alternative Vertriebswege nutzen (German Edition)

*Hans-Jürgen Borchardt*

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Essay aus dem Jahr 2010 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: keine, , Sprache: Deutsch, Abstract: Was ist Affiliate Marketing? Affiliate Marketing ist eine Vertriebsform via Internet wo jeder, wenn er Interesse hat, mit seinen eigenen Internetseiten als Vermittler Geld verdienen kann.

Der Begriff „Affiliate Marketing“ kommt, wie alle Bezeichnungen für Leistungen im Internet, aus dem englischen Sprachraum und bedeutet so viel wie „verbinden, sich anschließen etc.“. Die Idee des Affiliate Marketing ist Nachfrager und Anbieter (Merchant) über einen beliebigen Vermittler (Affiliate) auf Provisionsbasis via Internet zu verbinden. Man kann auch sagen, Affiliate Marketing ist eine Form der Online-Direktwerbung über einen Vermittler.

Im Normalfall erfolgt die Verbindung von Anbieter und Nachfrager über die Website(s) des Vermittlers. Zunehmend setzen Vermittler aber auch ihre e-Mails und Blogs (Online-Tagebücher) zur Werbung für den Anbieter ein.

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