

# ***TOP AFFILIATE MARKETING TRENDS***





Did you know the affiliate market was worth \$12 billion in 2020 [\[1\]](#) By 2022, it's expected to be worth \$8 billion in the United States. The figures will only keep rising.

As an affiliate marketer, you need to look out for recent developments and changes in the market. What should you be looking out for as an affiliate? How can you improve your sales and make more money despite recent developments? It's hard to predict future happenings, but here are the top trends to expect in the affiliate marketing industry.

## **Influencer marketing will continue to grow**

Influencers are persons who have a huge following and can, of course, influence people to buy a product. Influencers control buying decisions because of the enormous fan base. People will buy the products they recommend because that influencer recommended them.

Influencers are most popular on social media, particularly Instagram. That might be the best place to find influencers for the products you're promoting. You pay them to advertise your products and you get customers in return. As an affiliate marketer, you should be focused on your personal brand and how you can use that to build influence.

## **Blogging**

Blogging has been around for a while, and will only continue to grow. People turn to blogs; especially personal experience, for a ton of information. Today, if you want to know how a product or service performs, run a Google search and learn from someone else's experience. This is a big reason why affiliate marketing thrives.



Hubspot estimates that Google's search query processing volume per second is 63,000. This translates to 5.6 billion searches per day, and 2 trillion approx. global searches per year [\[2\]](#).

Here's what this means for affiliate marketing. More people are checking for the best solutions to their problems. Your blog might just be the answer for them! However, you might need to invest in yourself to learn about the best blog practices. This way, you're guaranteed results.

## **Personalized messaging will increase**

Have you ever read an email that states "Dear (insert name)? Remember how it made you feel? Personalized messaging at work! You'll recommend products to a customer from the knowledge of the previous products they've purchased.

Personalization works if you pay attention to customer data. As an affiliate, you may not have access to this information and it might be great to ask your publisher for specifics about their target audience. More affiliates will use this data to build consistent sales.

## **Video Content will become even more popular**

If video content isn't part of your marketing strategy, then you're missing out on a lot of sales. More people use smartphones and tablets to watch videos, and viewers claim they keep 95 percent of a message got via video [\[3\]](#). 72 percent of customers prefer learning about a product or service through a video. Good for affiliate marketers!

Video ad spending in the U.S increased from \$8.92 billion in 2017 to \$10.18 billion in 2019. We expect that number to reach \$12.66 billion by 2024 [\[4\]](#).



## Localization

You localize your marketing ads by targeting each ad to a particular audience. You transform your content so that different markets find it relevant.

With the constant advancement in technology, marketing strategies can reach people in different parts of the world. A trend to adapt is to categorize your markets into segments and tailor whatever content you produce to them.

## Conclusion

Since it's no longer news that affiliate marketing is growing. These trends are fast-growing and, as an affiliate, prepare to see more trends as the year goes by.

## References

[1] 99Firms, [Affiliate Marketing Statistics](#)

[2] Hubspot, [Google Search Statistics \(25\) to Bookmark](#)