

## THE AFFILIATE MARKETING GURU: INSIGHTS FROM GURVINDER SINGH

Interview by *Soham Roy, Chief Editor, Management Ind-Academia*



*The comprehensive interview with Mr. Gurvinder Singh (on the left), a renowned affiliate marketer, offers valuable insights into the world of affiliate marketing. Mr. Singh shares his experiences, strategies, and advice on various aspects of affiliate marketing, providing a valuable resource for individuals looking to venture into or grow their affiliate marketing businesses.*

### **Question 1. What inspired you to start affiliate marketing?**

**Answer:** I ventured into affiliate marketing after observing its popularity in the US through international media and businesses. However, I noticed a lack of awareness and adoption of this model in India. This sparked my interest in replicating the concept locally.

Prior to launching our affiliate marketing initiative, I conducted a six-month research period. The findings revealed a significant knowledge gap among Indians regarding affiliate marketing. This presented a tremendous opportunity for growth and innovation in the market.

Our affiliate marketing platform offers a lucrative business opportunity, particularly for entrepreneurs with limited capital and small-scale businesses. By appointing resellers, these businesses can generate revenue without significant upfront investments. I firmly believe that affiliate marketing has vast potential for small-scale entrepreneurs in India.

### **Question 2. Can you share your most successful affiliate marketing campaign to date?**

**Answer:** We have witnessed numerous success stories emerge within a remarkably short period. One notable example that comes to mind is the loan business, for which we created a video. The entrepreneur behind this venture has inspired many others to follow in his footsteps. Another standout success story is GST. Additionally, our collaborations with electrical switches and smart automation companies have yielded impressive results. Our video on WhatsApp Business has also garnered significant attention and achieved success. Since its launch, affiliate marketing has quickly gained traction and become a resounding success. Most importantly, people are now beginning to understand the concept and potential of affiliate marketing. As awareness grows, we're seeing increased interest and adoption of this innovative business model.

### **Question 3. What strategies did you use to achieve success?**

**Answer:** Our primary strategy for achieving success has been maintaining a strong presence on social media platforms. YouTube, in particular, serves as our main channel for promoting our business, as it enables us to reach a wider audience and convince potential resellers to collaborate with us. To drive traffic and expand our reach, we focus on leveraging YouTube, Instagram, and Facebook as our core promotional channels.

We consistently produce engaging and informative content tailored to our target audience, highlighting the benefits of partnering with our brand. Collaborations with influencers and user-generated content further amplify our message and build trust among potential resellers.

#### **Question 4. How did you get started in the industry?**

**Answer:** We entered the industry after identifying a significant gap in the market: the absence of businesses focused exclusively on affiliate marketing. While numerous companies were engaged in e-commerce and drop shipping, affiliate marketing remained a relatively untapped space. Recognizing this opportunity, we decided to specialize in affiliate marketing and establish a business around it. This strategic decision allowed us to capitalize on a niche market and create a unique value proposition.

#### **Question 5. How do you stay up-to-date with the latest affiliate marketing trends, tools, and best practices?**

**Answer:** To stay current with the latest affiliate marketing trends, tools, and best practices, we actively engage with social media platforms and monitor prominent international marketing websites. By observing how

leading companies in the US affiliate marketing industry operate, we've incorporated valuable insights and strategies into our own business. We draw significant inspiration from these international websites and supplement our knowledge by studying relevant case studies, ensuring we remain informed and up-to-date in the rapidly evolving affiliate marketing landscape.

*“Affiliate marketing is a performance-based marketing model in which a business rewards affiliates for driving a desired action, such as sales, leads, or clicks, through unique affiliate links or codes. This model allows businesses to partner with affiliates who promote their products or services to potential customers, providing a cost-effective and efficient way to reach new audiences and drive revenue.”*

#### **Question 6. What are some common mistakes the start-up affiliate marketers make, and how can they avoid them?**

**Answer:** New affiliate marketers often underestimate the complexity of the business, misled by promises of effortless income without investment. However, success in affiliate marketing requires

dedication, hard work, and a thorough understanding of the industry. One common mistake newcomers make is jumping into the business without proper research, planning, and patience. They fail to consider the gestation period and the time it takes to build a loyal customer base. To avoid this mistake, it's essential for affiliate marketers to educate themselves, set realistic expectations, and cultivate perseverance. With the right mindset and approach, they can navigate the challenges and achieve success in the affiliate marketing space.

#### **Question 7. How do you build and maintain relationships with your audience?**

**Answer:** To foster strong relationships with our audience, we prioritize consistent communication and engagement. We maintain a strong presence on YouTube, regularly posting videos to stay connected with our viewers. Additionally, we invite potential affiliates to join our WhatsApp group, facilitating frequent interactions and building trust. Trust is the cornerstone of our business, and we strive to establish credibility with our audience across India. To achieve this, we leverage multiple channels including our website, which provides

affiliates and vendors with secure login access. We also conduct weekly online meetings to ensure transparency and keep our audience informed about our activities. By nurturing these relationships, we cultivate a loyal community of affiliates and vendors who trust our brand and values.

### **Question 8. What role does content play in your affiliate marketing strategy?**

**Answer:** Content is a king for any business. If you are in social media, your content is the king. Wherever you go, your content is the king. No amount of money spent on social media can work unless your content is strong enough. Whenever we are making videos and putting efforts on social media, we try to ensure that content is good enough or content is something people watch for. Before releasing video, we have a thorough meeting to decide what content should go. That defines that we pay attention to content. So content comes first, everything will follow automatically.

Content has major role. If we want to make affiliate work with us. If content is not strong, they will not work with us. We are not meeting them physically, we are meeting them virtually. Still we have started working on affiliate marketing now and we are still developing.

Most of my affiliate partners situated outside Kolkata, I am having 50-60 affiliates working. They are working with me because of my power of videos, speaking power, grabbing their attention and pushing them. Content is the cornerstone of any successful business, especially in the realm of social media. Wherever you go, content reigns supreme. No amount of money spent on social media can yield results unless the content is compelling and impactful.

When we create videos and invest our efforts on social media, we prioritize ensuring that the content is engaging, relevant, and valuable to the audience. Before releasing any video, we conduct thorough meetings to carefully decide on the content to be presented. This process underscores the emphasis we place on delivering high-quality content because strong content lays the foundation for everything else to follow.

*“The key to success in affiliate marketing is to build a loyal audience, provide value through relevant content, and partner with brands that align with your niche and values.”*

### **Question 9. What advice would you give to someone looking to scale their affiliate marketing business and increase their earnings?**

**Answer:** As I told you earlier, it requires thorough knowledge,

patience, proper strategy to work upon. The main thing is your traffic. If you have strong traffic, if you have a large quantity of people coming drawn towards you, then you have a strong chance of success. Suppose you have 100 people come and they want to become affiliates, 90 will have the tendency of going away. Making them stay is a challenging. You have to always keep on drawing more and more people and you need to filter out so that only those stay with you whom you need for business. That's how you can achieve success.

### **Question 10. You cannot expect everyone to be the paid partner. It is a very challenging. In this regard may I ask you about your business model?**

**Answer:** For those who are seeking to scale their affiliate marketing business and increase earnings, my opinion always stands for possessing thorough knowledge, patience, and a well-defined strategy. A key factor in achieving success is driving strong traffic to your platform. Having a large and engaged audience significantly enhances your chances of success. However, it's equally important to focus on retention. With a steady influx of new affiliates, it's challenging to

significantly enhances your chances of success. However, it's equally important to focus on retention. With a steady influx of new affiliates, it's challenging to maintain their interest and commitment. To overcome this, continually attract new prospects and filter them to ensure only high-caliber affiliates remain. By implementing this strategy, you can effectively scale your affiliate marketing business and increase your earnings.

**Question 11. Earlier, you said it is paid for vendors and free for affiliates. Care to explain?**

**Answer:** To clarify, our platform offers free registration for affiliates, while vendors are required to pay a membership fee. This fee is a nominal investment for vendors, considering the benefits they receive. By partnering with us, vendors gain access to a network of affiliates eager to promote their products or services. This arrangement enables vendors to expand their sales force without incurring the costs of hiring and training employees. They only pay commissions when sales are generated, making it a cost-effective and performance-based marketing solution. In exchange for the membership fee, vendors can tap into a vast pool of motivated affiliates, driving business growth and revenue.



***“Affiliate marketing is not just about promoting products, it's about building relationships, providing solutions, and creating a community that trusts and values your recommendations.”***