# 5 Reasons to Use Affiliate Marketing to Generate Leads

A great and often overlooked way to generate leads for your business is with affiliate marketing. The implementation of this lead generation strategy is extremely simple, and with a constant emergence of new affiliate networks, the opportunities for your business are endless. If you aren’t already utilizing this powerful lead generating tactic, here are five reasons why you need to get started with affiliate marketers today.

**You Only Have to Pay for Qualified Leads**

The best thing about this strategy is that you only have to pay for qualified leads. This makes affiliate marketing the most cost efficient way for your business to generate more leads. Affiliate marketers are more willing to run cost per lead offers rather than cost per sale offers because it is a quick and easy way for them to monetize their own websites while sending qualified leads to your site.

**A Good Way to Outsource Lead Generation**

There are tons of people out there who are looking for easy ways to monetize their websites. Most of them will gladly look at your offers and see if they are a fit for their business. This is an excellent way for your business to connect with potential affiliates and create a mutually beneficial partnership. Affiliate marketing is a win-win situation for everyone involved because affiliates want money and you want quality leads. Outsourcing your lead generation efforts to a third-party, give you the opportunity to focus your time and energy on other projects.

**Build Brand Awareness**

With affiliate marketing, you are in essence, placing your ad on multiple websites, which provides your brand more visibility on the Internet. When your brand becomes more visible, it can help your business get noticed by the right people, and it can help you become known as an industry leader in your niche.

**Easy Tracking**

With affiliate marketing, each affiliate has their own personal identification number, which makes it extremely easy for you to track their performance, as well as where your traffic is coming from. When you can track the performance of your affiliates, you can provide them with suggestions for optimizing their campaign and encourage them to work harder to generate more leads.

**Gain More Ways to Generate Traffic**

Each affiliate that you partner with has their own thoughts on how to promote your business. When you outsource your lead generation to affiliates, you get more marketing efforts, without having to dedicate your time to develop a strategy.

Affiliate marketing has become a veritable powerhouse for businesses that are looking to generate more leads. If you aren’t already participating in affiliate marketing, what’s stopping you? With the numerous benefits you gain, with little effort on your part, there is no reason you shouldn’t be taking advantage of this easy way to generate more leads.