

Affiliate marketer

You earn a small commission when people buy through your links. Most earn little, and the few who earn a lot built an audience first.

TYPICAL INCOME

\$1,300

a year, varies widely

INCOME RANGE

\$0 to \$130k

most to the successful few

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

From home, through a website, a YouTube channel, social media or an email list

How you get there

- 1 Pick one topic you know** 1 month
Winter gear, budget tech, camping, baby gear. Narrow enough that you can be the most useful voice.
- 2 Choose a channel** 1 month
A website found through search, video on YouTube, or an email newsletter.
- 3 Publish useful content for months** 6 to 18 months
Real reviews, comparisons and how-tos. Most sites and channels earn almost nothing for 6 to 12 months.
- 4 Join programs and add links** Ongoing
Amazon.ca Associates, Canadian retailers' programs and brand programs. Disclose every link.
- 5 Grow and spread the risk** 1 to 4 years
Earners who last use several programs and channels, and build an email list they own.

Pros and cons

- + Free or cheap to start, with no stock
- + Work from anywhere, on your own hours
- + Good content can earn for years
- Most people earn very little
- Months of work before the first meaningful money
- A smaller Canadian market and no TikTok Shop for now

Good to know

Disclose it on every screen

The Competition Bureau says your disclosure should be visible on all devices without tapping to expand a post. A note in a long caption or a pile of hashtags may not count.

The top is very thin

In Influencer Marketing Hub's benchmark survey, only 3.78% of affiliate marketers earned more than US\$150,000 a year. More than half earned under US\$10,000.

Optional boosts

Amazon.ca Associates. Canadian retailer programs. Brand and software programs. ClickBank and digital products.

Where these numbers come from

Competition Bureau Canada: Influencer marketing and the Competition Act
Ad Standards: Influencer Marketing Disclosure Guidelines (2025)
Amazon.ca Associates: Onsite Associates Program commission income statement
Google: New ways we're tackling spammy, low-quality content on Search (March 2024)

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/affiliate-marketer>



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