

MODERN AFFILIATE MARKETING



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Modern Affiliate Marketing Strategies – Cheat Sheet

Part 1

Picking your niche based on ROI and other crucial factors

- ✓ Return on investment: how to get the most return for every dollar you spend on your business
- ✓ Return on effort: get as much money out while putting as little time and effort in

Put a Heavy focus on the commercial value of your niche

- ✓ Step 1: Be clear on your personal interests (what are you passionate about – because affiliate marketing is a long-term game)
- ✓ Step 2: Use GKPT to find commercial value of keywords related to your niches (pick middle of the road)
- ✓ Step 3: Use GKPT to find search volume (demand level – pick something in the middle)
- ✓ Step 4: Use Google search to find competition level
- ✓ Step 5: Check keywords on social media platforms to determine coverage
- ✓ Step 6: Check Google Trends to make sure your niche is stable or growing in demand

Part 2

Picking the right affiliate program to maximize conversions

- ✓ Pay Per Click: AdSense / Native Ads
- ✓ Pay Per Sale: Clickbank / JVZoo / Peerfly / Shareasale / CJ
- ✓ Pay Per Action (email / zip code): Maxbounty / Peerfly
- ✓ Merchandise affiliate program: Amazon

Key Selection steps

- ✓ Is the offer directly or closely related to your niche?
- ✓ Is the offer already heavily promoted?
- ✓ How easy is the conversion point of the OFFER (click > email or form > sale)?
- ✓ How flexible is the program in terms of advertising? (own materials or you're free to come up with your own materials)
- ✓ Do they offer flexible landing pages? (ie., email page / social media page / freebie giveaway / etc)
- ✓ Do they allow tracking urls?
- ✓ Do they allow redirect domains?
- ✓ How much does the program pay?
- ✓ How many offers does the program have?

Can the program be promoted using a wide range of conversion systems?

- ✓ Ads
- ✓ Content links
- ✓ Mailing list ads
- ✓ Co-registration

Part 3

Available Conversion Systems

- ✓ Direct promotion of link (ie., drive traffic to link directly via Traffic Buys)
- ✓ Content-based ad traffic (ie., drive traffic to your content site and visitors click ads or text links)
- ✓ Email-based traffic (ie., build up mailing list then send traffic via confirmation or via update links)
- ✓ Review traffic (ie., review the offer and attract direct traffic)
- ✓ Video traffic (ie., create video / upload to Youtube / get traffic from link in description section)
- ✓ Search Platform with original content (airline sites / hotel booking sites)
- ✓ Niche Product Review Platform (Tripadvisor)

PART 4

Traffic Generation Strategies

Category 1: Direct traffic for your link

-FB Ad buys

* Come up with basic profiles and optimize later / this is trial and error so start with many small buys to establish winning pattern quickly

* Use source-targeted / page targeted tracking for your REDIRECT domain

* Hide ultimate source from affiliate program or sponsor

- AdWords Placements

* Use redirect domain or 'value-added intermediate' page

* Use source-targeted / page targeted tracking for your REDIRECT domain

* Hide ultimate source from affiliate program or sponsor

- Direct Blogger / Authority site outreach

* Same niche / ask for test buy / negotiate best price

- * Use source-targeted / page targeted tracking for your REDIRECT domain
- * Hide ultimate source from affiliate program or sponsor
- Influencer outreach
- * Twitter / Instagram / YouTube channels / FB pages / FB group admin
- * Same niche / ask for test buy / negotiate best price
- * Use source-targeted / page targeted tracking for your REDIRECT domain
- * Hide ultimate source from affiliate program or sponsor
- Blogger / Authority site outreach for mailing list building
- * Pay for placement of your content to promote your mailing link in the content
- * Same niche / ask for test buy / negotiate best price

Category 2: SEO

How to get backlinks for SEO

- * use reverse engineered 'best' content
- * guest posts
- * scholarship
- * press release
- * SEO outreach
- * find deadlinks quality sites in your niche link to and ask them to link to you instead

Category 3: Social Media

YouTube review videos

- Target the right keywords
- Short videos / Clickbait titles + image / LSI keywords in title + description / mention keyword in video itself / promote video to get views up = social proof

Facebook video content

- URL in description section
- allows for hashtags
- share on page / personal wall / groups

Facebook site link content

- Facebook allows for custom description
- FB draws up preview automatically
- Graphic must attract attention

* Similar to Google Plus

Twitter Tweets

- Post your link with description in tweets
- Keep republishing at strategic times
- Pair with hashtags

Instagram

- Share photos related to your niche
- Users must click on your profile to see affiliate link
- Target niche-specific hashtags

Pinterest

- Share photos related to your niche
- Users click to go to your affiliate site

Category 4: Forums

Reddit

- must link to content with VALUE
- very allergic to spam
- Build credibility first

4Chan

- must link to content with VALUE
- very allergic to spam
- Build credibility first

Niche-specific forum

- must link to content with VALUE
- can be very allergic to spam

- Build credibility first

Category 5: Question and Answer platforms

Yahoo Answers

- Get Level 3 account to post answers with links
- Very targeted
- Gets banned if abused

Quora

- Answer targeted questions
- * Can post link directly even if newbie
- * Quick ban if abusive

Category 6: 3rd party blog traffic

Guest posts

- * Niche targeted
- * Approved by host site
- * Credible / 'official' traffic
- * Traffic based on quality of content / traffic volume of host site

Comments

- * Can post link in name or in body of comment (must be high quality)
- * Quick ban if abusive

PART 5

Traffic Optimization Strategies

Optimization basics

- * Discover what works

- * Do more of it
- * Come up with variations
- * Pick variation that improves results
- * Keep improving it
- * Use element by element approach NOT total change

Facebook Ads

- Do multiple test buys
- Pick winning text and image combo
- Element by element optimization (don't optimize in clusters / optimize one element at a time)
- Decide between building email list or converting directly

Google AdWords

- PPC keyword buys – must be high intent
- Drive to Landing page
- Conduct multiple tests
- Increase your quality score through constant testing

Content-based ad traffic (ie., drive traffic to your content site and visitors click ads or text links)

- * clickbait (Scam / Fraud alert posts)
- * clickbait for social media promoted blog posts
- * newsjacking

Email list marketing

- * Trial and error testing for freebie
- * Trial and error testing for squeeze page
- * Trial and error testing for headlines
- * Trial and error testing for email body

- * Trial and error testing for call to action

Review content optimization

- * Trial and error testing for title
- * Trial and error testing for format
- * Trial and error testing for page layout

Video content optimization

- * Trial and error testing for keyword targets
- * Trial and error testing for title / description
- * Trial and error testing for how affiliate is being promoted (squeeze page or direct link)

PART 6

The key for affiliate marketing success in 2018 and beyond

Diversify Traffic and Conversion Systems

Optimize, optimize, optimize

Scale up

-Many little streams add up to a big river