

# Affiliate Marketing Basics



# Affiliate Marketing Basics

What is affiliate marketing?

What's worked for me (and hard lessons learned)

How to do it & the tools you need



# What is affiliate marketing?



# What is affiliate marketing?

Promoting the vendor's product and being paid a commission

Vendor has the shopping cart (not the affiliate)



# What is affiliate marketing?

1. Affiliate promotes product in an e.g. email, blog post using a affiliate link
2. Customer clicks on link and a cookie is placed on her computer
3. If customer buys, the vendor pays the affiliate her commission



# Key things I've learned

- Easy to set up affiliate links, much harder to make a sale



# Key things I've learned

- Bad reputation in some places, but very widely used



# Key things I've learned

- People who say it doesn't work aren't doing it properly!



# Key things I've learned

- Don't send traffic direct to affiliate link  
Always get them on your lists first



# Simple Online Business Strategy

1. You send people to your landing page
2. They opt-in to your list in return for a gift
3. You send them relevant, useful info and **make offers**
4. Some of them **buy**



# Why it's good when you're new

Vendors often have much better sales pages than you (not all!)

You don't know what your list wants to buy yet

You don't have any products of your own

The vendor may already have a great reputation



# What to promote



# Picking a good niche

Plenty of competition

Plenty of good products to promote, especially ones at low prices

People already doing affiliate marketing successfully



# Picking a good niche

Has info products (good, but not essential)

Do some keyword research using Google Keyword planner.

(search for Google keyword planner)



# Choosing good products

*Really* close match for your readers' needs

- solves their problems, style, price

Good quality products, good value

'Hot' subjects

Got to test to be sure



# Choosing good products

Good sales page

Good affiliate materials

Funnel 'behind' initial sale



# Choosing good products

Commission

Type of cookie (length, one time or subscription)

Payment threshold



# Where to find products

Search '[product]+ affiliate'

Look in footer of the sites of products you already use

Write description of your perfect reader and brainstorm what they need



# Where to find products

JVZoo, Clickbank

Commission Junction, Affiliate Window and many more

Websites of people you already like  
e.g. coaches and experts



# How to promote



# How to promote

In your emails, give a mix of useful, interesting information and recommend products.

Doesn't have to be hard-sell

Tell stories, be yourself

Include your affiliate link



# How to promote

Do it often

Start in your first email



# Selling tips

Ideally, show you've bought it and used it  
Items in \$5-\$20 range are far easier to sell than  
\$40 upwards

Your role is to presell, be their friend  
recommending the product.



# Selling tips

Be enthusiastic, creative.

Have an opinion, be honest.

Don't be afraid of selling.



# Tracking

Absolutely essential

Are people buying? If so what sells best, how can you sell more? If not, change one thing and try again.

Not hard, just look at affiliate reports

Fill in spreadsheet weekly



# Failure?

I had to change my attitude to 'failure'

If people don't buy

- you haven't made the right offer
- they don't trust you enough yet

All fixable

You are not a failure!



# Tools

Mailing list (and autoresponder messages)

Landing page

Free offer

Traffic

Affiliate offers

Relationship and trust



**Go try it!**

