

The Ultimate Blogger's Guide To Affiliate Marketing



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ThirstyAffiliates

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Chapter 1

Welcome to the guide!

Welcome to the ultimate blogger's guide to affiliate marketing!

When you first start building up a blog you might have money on your mind or you might not.

After a few months though, most people start to wonder why they're doing it.

Affiliate marketing can give you the money you need to fuel your passion and keep blogging.

Some people even make a full-time living blogging and promoting products with affiliate marketing.

You *can* even build up a passive income with affiliate marketing (despite what many people say) but I will say, it isn't something that will make you rich overnight. It does require that you put the work in. This isn't a get rich quick scheme, it's a real business.

You might be confused and overwhelmed by all the information available about SEO, blogging advice, email marketing and more.

And sure, affiliate marketing is something that you can add to that pile but that is why we wrote this. Its job is to demystify the how part of monetising your blog with affiliate marketing.

It's the guide I wish I had back when I started.

So, are you ready to start learning about affiliate marketing and how to implement it into your blog?

Let's get stuck in!

Cheers,

Josh Kohlbach

Affiliate Marketer and founder of the ThirstyAffiliates tool for WordPress

Some definitions before we start...

Before we begin, let's define some common industry terms that you'll come across in this guide. If you don't understand something while reading, check back here for the definition.

Affiliate: this is the person or company that promotes products and/or services for a merchant. In return, they receive an agreed commission for the sale made or lead generated.

Affiliate Link: this is a special link given to the affiliate by the merchant that is embedded with a unique tracking code. This enables the merchant to track the sales or leads the affiliate has generated.

Affiliate Program: the affiliate program details the specifics of the arrangement between the merchant and their affiliates, how much commission is given, exit conditions, and other important terms. By joining the merchant's affiliate program the affiliate agrees to these terms and is bound by the rules of the program.

Associate: another term for an affiliate.

Commission: this is the percentage or amount a merchant pays an affiliate for generating a sale or a lead. The exact percentage or amount is agreed upon in the affiliate program terms.

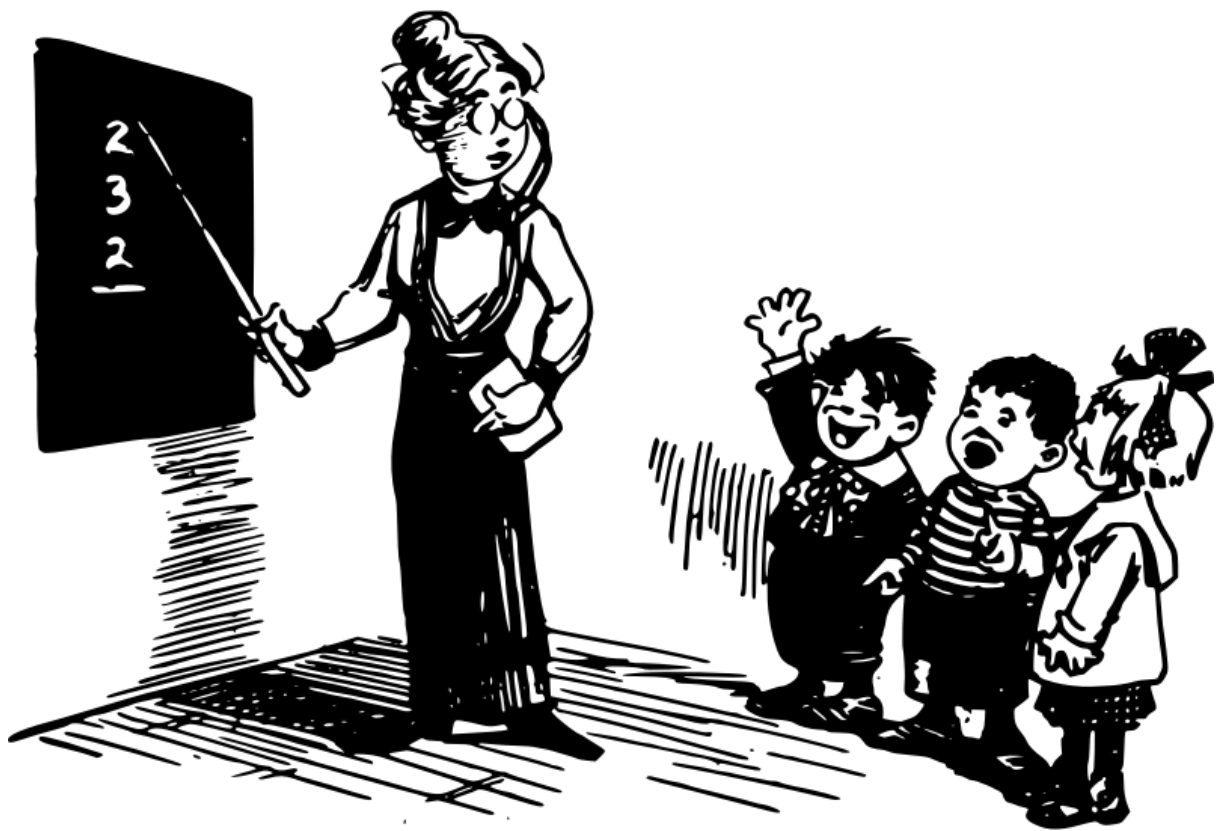
Merchant: a store owner or company that runs the affiliate program the affiliate is participating in. They are often the producers of the products and/or services that affiliate promotes.

Niche: a specific topic or business area. For example, if you have a site about yoga, your niche is yoga. On a more general level, your niche is health and well-being. If you focus just on clothing for yoga, that is your sub-niche.

Other more specific definitions will be given throughout the guide for additional terms.

Chapter 2

Why affiliate marketing is the ultimate win-win scenario



People who've never tried affiliate marketing either think it's too easy or too hard for it to work. Some even believe only the lucky get rich and all others won't be able to make more than a couple of bucks a month.

In reality, it depends on what you're trying to accomplish.

One truth I'd like to make clear is this: Affiliate marketing is NOT easy money and you won't get rich overnight from it.

There is money to be earned in affiliate marketing, but whether you'll earn from it or not will depend on a lot of factors such as your commitment, experience, site traffic, etc.

In this chapter, we'll be teaching you how you can compute your earnings, how to make affiliate marketing profitable for you, and the types of payment terms used by most affiliate programs along with why affiliate marketing is the ultimate win-win scenario.

The 3 Types of Payment Terms

Affiliate programs can use different payments terms. You need to be familiar with the three main types to get a better idea of how commissions work.

- **Pay per Sale:** These programs pay you a percentage of the product sale price whenever a purchase is completed.
- **Pay per Click:** You get paid depending on the number of visitors you redirect from your affiliate site to the merchant's website, regardless of whether a sale is made.
- **Pay per Lead:** In this program, you get paid every time a visitor fills out a contact form and provides their information.

“Do I need to learn the math even if I don’t have a site yet?”

If you haven’t registered to any affiliate programs, you might think you don’t need to learn how it all works.

Remember, affiliate marketing will only work if you are willing to research and treat it like a real business. Real businesses do projections even before they have a product.

If you want to set concrete and attainable goals (and reach them), you must be familiar with the metrics. To paraphrase Peter Drucker: what gets measured, gets managed.

Learning how to project your affiliate earnings lets you create a sustainable marketing strategy.

The Terms & Metrics to Know

1. **Commission Rate** - A merchant will set a specific commission rate for their products. This is the portion of the revenue that you receive as an affiliate. Commission rates can range from as low as single digits to more than 50%. Usually, digital products (such as e-books and software) have the highest commissions while physical products may have the lowest.
2. **Clickthrough Rate (CTR)** - The number of clicks your link or links get divided by the number of times they were viewed (impressions).
3. **Earnings per 100 Clicks (EPC)** - Sometimes called EPHC, this metric gives you an idea of what other affiliates are earning through this program. While it shouldn’t be used as a single criteria to gauge a program’s profitability, it’s still good to analyze.

4. **Average Order Value (AOV)** - The average order value is the sum total of all orders divided by the number of orders. It's a handy metric to know for forecasting your sales.
5. **Reversal Rate (RR)** - The percentage of transactions that get reversed by the merchant. Most affiliate programs may not provide this data prior to registration, but some networks (such as ShareASale) do provide this data so you can analyze.
6. **Conversion Rate (CR)** - This metric is the most exciting to track. It may be a click-to-sale CR or a click-to-lead CR, depending on the program. The conversion rate is calculated by the number of visitors who clicked through the site offering the product/service and made a successful purchase (or converted).

Example Scenario

Let's assume you're a blogger with around 10,000 page views every month. And let's say you pick a merchant that pays 30% commission on sales. For our calculations we'll also assume the following values for each metric:

CTR = 5%

EPC = \$250

AOV = \$125

CR = 10%

RR = 10%

We can calculate for the traffic, sales, and earnings by using the following formulas:

Traffic:

$$10,000 * 5\% \text{ (CTR)} = 500 \text{ click throughs}$$

Sales:

$$500 * 10\% \text{ (CR)} = 50 \text{ sales}$$
$$50 \text{ sales} - 10\% \text{ (RR)} = 45 \text{ sales}$$
$$45 * \$125 \text{ (AOV)} = \$5625$$

Earnings:

$$\$5625 * 30\% \text{ (Commission)} = \$1687.50$$

To get your personal projected EPC, you can use the following formula:

EPC:

$$\$1687.50 \text{ (Earnings)} / 500 \text{ (Traffic)} * 100 = \$337.50$$

As you can see, your personal projected EPC isn't that far off from the program's actual EPC, which was set at \$250.

NOTE: The above formulas may differ from merchant to merchant. Don't assume these projections will apply to all affiliate programs so please spend time to research on your own, too.

Why Affiliate Marketing Is Good For Merchants Too

Companies wouldn't continue to have affiliate programs if they weren't making money from it. To give you an idea about how merchants also earn from affiliate marketing, take a look at the formula below:

$$\textit{Revenue} - \textit{Cost} - \textit{Affiliate Commission Payment} = \textit{Profit}$$

Revenue can be seen as the gross income or "top line" figure from which costs still need to be subtracted from.

Cost includes anything and everything the company spends on to market and produce the product (which may include other company expenses).

Affiliate Payment is the commission they pay to affiliate marketers like you. Since you, as an affiliate marketer, are the one doing the product promotion for the company, the merchant does not have to spend as much on marketing to attain that sale – that’s what they’re paying you the commission for.

Here’s an example scenario. Assume the following values:

Revenue: \$199

Cost: \$40

Affiliate Payment: \$59.70 (30%)

And inserting these values into the formula, we get the merchant’s profit, or net income.

$$\$199 - \$40 - \$59.70 = \$99.30 \text{ profit per sale}$$

\$99.30 is still a great margin for the company so while the \$59.70 commission (30%) might seem like a lot, it’s actually probably similar or less than what they themselves are paying to acquire a customer through their own marketing channels.

Merchants have the potential to earn more from affiliate programs because, as I’ve just shared with you above, they are earning without the cost of marketing.

Of course, they’ll still have to run marketing campaigns on the side for their products/services to gain exposure, but their profits would be dramatically lower if they did not have affiliate programs in place.

It’s The Ultimate Win-Win Scenario

Affiliate marketing is a strategy that benefits both you and the merchant.

It has turned many average Joes and Janes into millionaires and has helped small and large businesses grow.

And now that you know how the math works, it should give you the confidence you need to trust in this strategy so you can earn millions in the future, too!

Chapter 3:

Common misconceptions about
affiliate marketing

MYTH

BUSTED

If you found out about affiliate marketing from a friend, there's a chance you have preconceived ideas about it that are likely to be false.

We're not saying you shouldn't set your own expectations. But it's important to set the *right* expectations so you don't end up discouraged and give up before you've even given yourself a real chance.

So, let's debunk a few myths surrounding affiliate marketing:

MYTH 1: Affiliate Marketing Is Easy

You may have heard people say that affiliate marketing is the easiest way to start an online business. After all, you just need an outlet to promote the products and affiliate links and you're all set to go.

While that might sound like something a twelve-year old can do, the truth is that there's so much more to it.

Like we've mentioned before, affiliate marketing is a kind of business where all your efforts may or may not reap the results you want. Just because you've joined affiliate programs and own a blog, doesn't mean you'll achieve overnight success.

You need to know how to convince visitors what you're promoting is worth their money.

Good marketing sense is also a must-have if you want to promote effectively. People need to feel without even meeting you that you're someone they can trust. It's up to you to inspire that feeling through your product promotions.

MYTH 2: More Traffic = More Money

It's common to think that more hits to your site automatically guarantees more sales. So people make the mistake of writing crappy content,

overuse ad copies, and adding as many clickbaits as they can just to get people on their site.

There's never been a more stupid way of making money from affiliate marketing.

Smart affiliate marketers know that you can generate great commissions even with just a small amount of traffic that is highly relevant to the offer you are promoting.

It's all about *what* you say, *who* you say it to and *when* you say it.

1,000 highly relevant visitors to your site is worth more than 100,000 irrelevant visitors.

Don't ever fall into the trap of thinking more traffic is all you need to increase sales.

MYTH 3: Affiliate Marketing Is Dead

Some may think that affiliate marketing is a thing of the past, and you don't really have a chance at succeeding at it today.

There are generally two reasons why people would say it's dead:

1. They tried it and failed. Therefore everyone else is destined to fail at it too.
2. They don't understand it well enough.

The thing is that affiliate programs will always exist because companies will always be releasing new products and wanting more sales.

Having an affiliate program lets companies scale up their marketing and access audiences they otherwise would have to pay thousands to speak to via more traditional marketing channels.

And because there are always new products, there will always be new niches for people to get into. It's a never-ending marketing cycle!

MYTH 4: Your Posts Will Immediately Get Tons Of Likes And Shares On Social Media

If you've been blogging for awhile you probably already know this.

Unless you're a celebrity, it's crazy to think your posts will automatically go viral.

The chances are good that your posts won't get the exposure you want without working hard at promoting them and spreading awareness.

It's no different for your promotional content. You have to work hard to get it out there.

MYTH 5: Only A Few Niches Are Profitable

Another myth you shouldn't make the mistake of believing is that only some niches are profitable and the rest aren't. That's the mentality of people who have no clue how marketing works.

The truth is that ALL niches can be profitable if you know how and where and to whom to promote your offers.

Even if you're promoting ballpens and notebooks, which are rarely considered popular affiliate products to promote, you can still get sales if you have good marketing sense.

Put your focus on connecting buyers to the right products at the right time.

That may mean focusing on selling to school teachers rather than to blue-collar workers. Think about the audience you have (or want) and connect them with the right products.

Get creative and use your imagination. You can make any niche profitable if you set your mind and heart to it!

MYTH 6: It's All About Earning Commissions And Sales

Contrary to popular belief, affiliate marketing isn't all money and sales.

Of course, that's the good part, but remember that if you do join affiliate programs and promote products on your site you will have to take a lot of other things into consideration.

You have the content, SEO, link-building, social media marketing, website optimization, and everything else in between that you will need to learn to make money from it.

MYTH 7: Affiliate Marketing Is On The Decline

As I've mentioned above, affiliate marketing will continue to thrive and flourish so long as companies want to stay in business. And companies will *always* want to stay in business.

Don't automatically buy into anyone who tells you that affiliate marketing isn't worth doing. Do your own research and really understand if what others tell you is true or not.

Remember, people who are quick to give up never make it anywhere in life. It's the people who are determined enough and resourceful enough

to reach their goals, whether it be in life or affiliate marketing, that make the impossible possible.

MYTH 8: Just Having Content Is Enough

Content creation is the first and one of the most important steps in affiliate marketing.

And while it's true that having content on your site is what drives your affiliate marketing, the work doesn't end there.

You'll also need to spread your content and get people to really engage with your site.

If your content sheds light on things they're confused about or solves a burning problem, they won't hesitate to follow your product recommendations.

Chapter 4:

Your affiliate toolkit -
what you need to get started



A carpenter needs a set of tools to build a house and so to does every successful affiliate marketer need a set of tools to make them more effective.

Of course, everyone is different. You may find yourself needing only a few tools while others prefer using a whole wide array of them.

Here are some of the must-have tools of affiliate marketing:

1. A Steady Web Hosting Service

We've talked a lot about writing content so far to help you promote affiliate products. Well, all that content needs a place to live.

Your blog's files and database will reside at a company called a web host.

Web hosting companies provide space on their servers for people to rent for a small monthly cost.

You might have heard about free web hosts like *WordPress.com*, *Wix* or *Blogger* and it might sound like a good place to start but these free platforms often have restrictions about the types of advertising you can do.

Sometimes they also place ads on your blog to recoup some revenue from the visitors landing on your site.

Ideally you should fork out for some cheap shared hosting. This is where you share space on a server with other users.

Shared hosting suitable for affiliate marketing should cost no more than \$60-120USD a year (\$5-10 a month). This cost can often be recouped with one or two affiliate sales.

2. A Niche or Product to Promote

Knowing what products you're promoting will give you an idea of how to design your website, write your content, and market them to potential buyers.

Moreover, make sure you *really know* about your niche. If you don't, then invest time to research more about it until you know it like the back of your hand. People are experts at sniffing out uninformed writers.

Use the information you've gathered to create a killer content strategy.

3. Content Management System (CMS)

Among the most popular content management systems is [WordPress](#).

WordPress itself is free and is designed to be very user-friendly for amateurs. You can edit a lot of things with just a few clicks.

There are tons of free themes that will give your site a unique look and lots of plugins to provide any functionality you like.

Setting up a website might seem like hard work but the WordPress community is very DIY driven and there are heaps of guides and friendly people around in the WordPress community.

It's also important that you know how to do-it-yourself so that you don't have to pay for a developer every time you need something changed on your website.

4. Search Engine Optimization or SEO

For someone who's just starting to find out about online marketing, SEO can seem pretty daunting. There's a lot to learn and you'll find out that

SEO experts don't always agree with each other's opinions on what the best practices are.

Of course, if you'd like to let a professional take care of the heavy-lifting, you also have the option of hiring an SEO expert but good ones don't come cheap.

You can get a good overview of the basics by reading an industry developed guide such as [Moz's Beginner's Guide to SEO](#) and this will see you through 80% of the most effective SEO tasks.

Secondly, you should install the [Yoast SEO plugin](#) on your WordPress website. This will give you guided recommendations as to what you need to do with your content to make it more optimized for the keywords you are targeting.

5. Email Service and Autoresponder

Email marketing is one of the most effective online marketing strategies there is. You should start building a list of emails from day #1.

To do email marketing effectively, you'll need an email provider like [Mailchimp](#). Mailchimp provides up to 2,000 subscribers and 12,000 emails per month on their Forever Free plan which is perfect for getting started.

Their interface is very beginner friendly as well.

In future, once you start paying for your email marketing software, don't be afraid to evaluate other services. In the beginning though, you don't need a lot of features so Mailchimp is perfect for getting started.

6. Affiliate Link Management Tool

Affiliate link management software is technically optional, however, if you want to be successful as an affiliate marketer it's a smart investment in your time.

It's very time consuming to manage even a modest number of affiliate links across your website without tools.

A good tool, like [ThirstyAffiliates](#), will also make it 10x easier to insert affiliate links into your blog content.

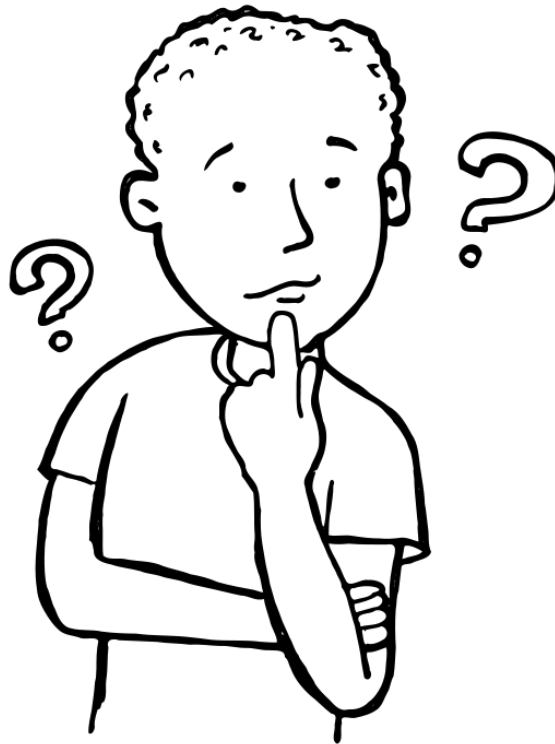
Additionally visitors will avoid clicking long confusing looking URLs which affiliate links appear like – tools like ThirstyAffiliates can help provide cloaking/redirection to make those URLs appear more friendly and clickable.

Our tool also provides bloggers with additional tools like click stats tracking, automatic affiliate linking, geolocated links and more.

Nearly all successful affiliate marketers use a tool like ours to leverage their time and make their affiliate marketing more effective.

Chapter 5:

Places to find great products
to promote for your niche



Choosing the right products to promote is one of the most crucial steps to achieving success as an affiliate marketer.

In this chapter, we're going to share with you five of the best places to hunt down products you can promote as an affiliate.

The following sites are a great place to start hunting for relevant products for your niche that offer a good commission.

1. Amazon



Everyone has heard of Amazon, the store that sells everything, but would you be surprised to know that they started off as a book-selling website?

Now, they sell over 480 million different products in the USA alone.

That's an extraordinarily large catalogue of products for you to choose to promote as an affiliate! It's no wonder that its Amazon Associates Program is one of the most popular affiliate programs on the web.

Advantages of promoting products from Amazon:

- *They are trusted by millions of shoppers*

This online store is one of the most trusted in the world. Not only do people get all their orders on time (most of the time), but they provide excellent customer service that help customers with anything from shopping to tracking their package.

- *They have everything*

Everything except illegal items, of course. But if you've ever tried drunk-shopping on Amazon and typing in the most ridiculous thing you could think of, chances are Amazon has it. Whether it's underwear made from edible candy to ready-to-eat bugs from a bag, you can find plenty of items on Amazon that can shock and amuse.

- *They are masters at 'cross-selling'*

Cross-selling means to recommend a related item before or during a customer buys something. Amazon uses the info they get from other people who frequently buy different things together and throws these suggestions at other buyers to increase the average order size (of which, you get a cut).

And because millions of people go to Amazon on an impulse-buying marathon, they are easily persuaded into buying a bunch of other items they don't even need. Scary.

- *They reward you for selling more*

Did you know that the commission rate on Amazon starts at 4-5%? That doesn't sound like much. But if you can make more sales, Amazon rewards you by bumping that rate to 10% which on bigger items can really add up. So if you want to promote Amazon products, aim to sell more and you'll be rolling in commissions.

Amazon has different associate programs for different store locales. You can choose to apply as an associate to just one or all of them separately.

Here are the signup URLs for each of Amazon's affiliate program:

- [Amazon United States \(US\) Associates Program](#)
- [Amazon United Kingdom \(UK\) Associates Program](#)

- [Amazon Germany \(DE\) PartnerNet](#)
- [Amazon France \(FR\) Club Partenaires](#)
- [Amazon Japan \(JP\) Associates Program](#)
- [Amazon Canada \(CA\) Associates Program](#)
- [Amazon China \(CN\) Associates Program](#)
- [Amazon Italy \(IT\) Programma Affiliazione](#)
- [Amazon Spain \(ES\) Afiliados](#)
- [Amazon India \(IN\) Associates Program](#)
- [Amazon Brazil \(BR\) Associados](#)

2. ClickBank



[ClickBank's affiliate program](#) has an impressive count of 500,000 members worldwide. That should be enough to convince you that they are a prime choice for affiliate marketing.

Their most popular affiliate products are digital and information products like e-books and software.

Advantages of promoting products from ClickBank:

- *You're spoilt for choice*

Just like Amazon, ClickBank is also home to thousands of products. They have something for everyone. Just remember that their products are all digital.

- *Reports are real time*

Everything you need to track your sales performance is readily accessible through their system. You'll get real time reports on sales, refunds, cancellations, and more.

3. Rakuten



Formerly known as LinkShare, [Rakuten](#) is also a one-stop destination for profitable affiliate products. It's one of the oldest affiliate networks but they still have plenty of promoters (publishers).

Advantages of promoting products from Rakuten:

- *User-friendly Control Panel*

One of the best things about Rakuten is that their dashboard is simple and straightforward. Just about anyone can use the control panel with ease, even people who are new to affiliate marketing.

- *Rotating Banners*

Some would say that this is Rakuten's strongest features. It lets you create banners that automatically rotates your ad units at random and saves you time while maximizing the visibility of your ads.

- *Great Educational Tools*

Rakuten is great for aspiring affiliate marketers because of their comprehensive support tools. They provide training materials so

you can optimize your affiliate marketing efforts while learning a thing or two about affiliate networks.

4. ShareASale



This is a business that caters to multiple products from different categories. They do charge a sign-up fee and charges per sale. As of this writing, [ShareASale](#) has around 2,500 different merchants in its affiliate network. Businesses of all types and sizes can be found here.

Advantages of promoting products from ShareASale:

- They support a long list of ad types, including text to image ads, pop-ups, etc.
- They track and report your progress real-time.
- Their support service team is always there to help you out.
- They'll give you access to training videos and guides as part of your membership with them.

5. Ebay



[Ebay](#) is one of the first online stores that really exploded. With over 162 million active shoppers and about 5 million merchants, it's a one-stop shop for great and rare products you can't find anywhere else! Their affiliate program is also open to 13 countries across the globe, making it more friendly to sellers outside of the US.

Advantages of promoting products from eBay:

- The site is easy to use.
- Fast and easy-to-understand customer service.
- Is already a recognized and well-established site for sellers and affiliate marketers.
- Wide range of products to choose from.
- You can get paid via PayPal, making payments fast and easy.

The five choices we've shared with you above are among the best places to start your search for products to promote.

It's hardly a complete list, but if you're just starting out, you don't want to be overwhelmed anyway. What's important is that you start somewhere.

If you already have a blog already, remember to stick to promoting products that are in some way related to what you talk about on your site. Don't start promoting travel promotions if you mainly cover laptops and gadgets, for example.

No matter how profitable a product may seem, you can't make sales if the people you promote them to don't have a need for it.

Chapter 6:

SEO basics you need to master
for affiliate marketing

seo

If you're new to the whole internet marketing thing, you're probably one of the many people who hear about search engine optimization without having a clue what it is or how to go about it.

Search engine optimization, or SEO for short, is a marketing discipline that focuses on increasing the online visibility of a site or page in the organic search results. This can include a combination of creative and technical elements with varying results, but all with the goal of improving the site's natural ranking on search engines.

Do you need SEO for your website?

One of the questions people ask about SEO is whether they need it for their website. Well, that depends. Do you want a steady flow of organic traffic to your site? By organic, we mean you aren't paying to have your website promoted on search engine results pages (SERPs).

Yes, you also have the option to use paid traffic to boost your search engine marketing through what's called PPC (Pay-Per-Click). But for those with no budget to commit to paid ads, you'll need to stick with SEO. The great thing about SEO is that the traffic you build up is consistent and ideal for long-term goals. PPC is great for quick results, but the traffic won't be as valuable over time.

Now that you understand what SEO is and how it differs from paid traffic, it's time to learn some basic search engine optimization tricks for affiliate marketing.

Choosing the Right Keywords

Combining affiliate marketing with SEO relies heavily on finding products that have a great deal of search traffic. To find out what these products are, you'll need to do *keyword research*.

Keywords are ideas or topics that represent what your content is about. In SEO, they can be words or phrases entered into search engines.

A great way to start with SEO for a page on your blog is to begin with the product in mind.

Once you've chosen a product to promote, go to [Google Keyword Planner](#) (or use other keyword research tools) and enter a main keyword relating to the product.

For example, if you want to promote slimming pills, your main keyword would be "weight loss". Click the Get Ideas button and wait for the results to pour in.

You'll see which keywords are most popular from the 'Avg. monthly searches' column. Don't be afraid to use high-competition search terms, especially if you're using SEO for long-term results, but keep in mind that the more popular a term is, the harder it will be to rank for.

Go through at least the first 10 pages of keyword ideas and pick out related keywords you can use for your affiliate site. You'll be using these keywords for creating content and optimizing your site.

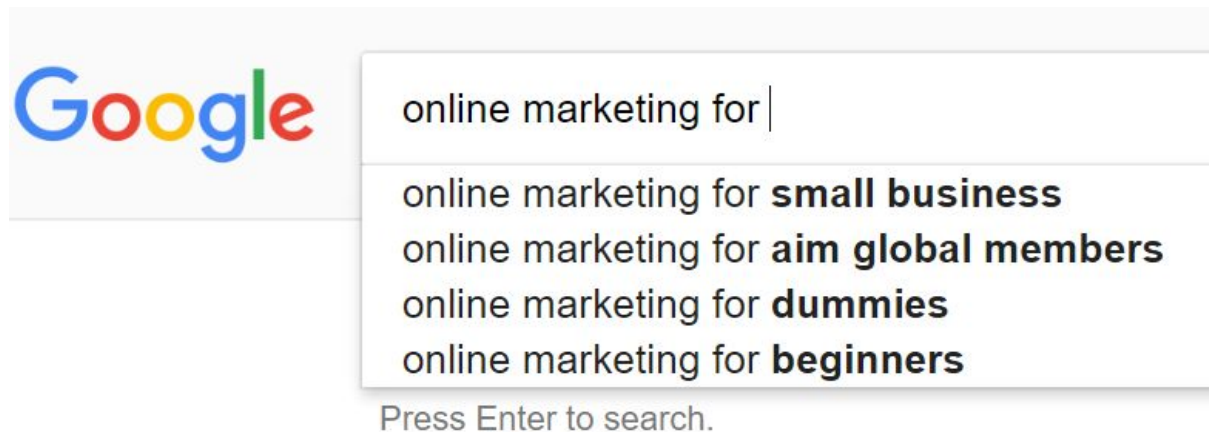
And that's it. You now know basic keyword research for affiliate marketing!

Using Google's Search Results

Another SEO technique to try is using Google's search results for keyword research. It's one of the easiest things to do yet many people overlook it.

Have you heard of Google's suggest feature? This is where Google automatically tries to complete search queries and lists other keywords

people search for that are related. You've probably seen this before without taking too much notice.



You can use these keywords for page titles, content, or inspiration for making more targeted pages. And because Google is suggesting them, they must be relevant to the majority of the people who use similar search queries.

Related Searches

After you conduct a search at the bottom of the page you will also find a section containing related searches that other people have searched for.

Searches related to online marketing for dummies

[web marketing for dummies pdf](#)

[web marketing all-in-one for dummies](#)

[web marketing for dummies 3rd edition pdf](#)

[what is online marketing](#)

[internet marketing for beginners](#)

[internet marketing strategies](#)

[web marketing for dummies review](#)

[digital marketing for dummies 2017](#)

This is another goldmine of useful keywords and search terms that you can use for alternate keywords on your page.

Analyzing Page Titles From Competitors

Assuming your competitors have done their SEO research and used the best practices, you can get plenty of ideas on what the best keywords are from page titles.

[Web Marketing For Dummies Cheat Sheet - dummies](#)

www.dummies.com/web-design.../site.../web-marketing-for-dummies-cheat-sheet/ ▼

You're **marketing** your business on the **web** — of course you are! These days, if you don't do **web marketing**, your business doesn't survive very long. Read on ...

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[The Beginners Guide to Online Marketing - Quick Sprout](#)

<https://www.quicksprout.com/the-beginners-guide-to-online-marketing/> ▼

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Dec 8, 2011 - **ONLINE MARKETING FOR DUMMIES** SHARING IS CARING.SO, SHARE INDISCRIMINATELY. WHAT GOES UP, MUST COME DOWN.

Check Other Search Engines Too

You can also take things a step further by using the above features in other search engines like Bing and Yahoo!. Both offer suggestions for search queries and related searches, but you'll get a variety of results that offer quick insight on what people are interested in or looking for.

Keyword Research Tools

Aside from using search engines for keyword research, you can use the following awesome (and mostly free) tools:

- **Google AdWords: Keyword Planner**

This is the top pick of even the most seasoned SEO experts. Not only is it a great tool for starting affiliate marketers, but it continues to be a valuable companion even as you grow your site's content.

[Keyword Planner](#) also provides other ideas for you to try in addition to your search term. Of course, not all of them will work, but pay close attention to all of the keywords and ideas because you might just find a gem.

Remember that the results this tool produces is straight from Google, which is most likely the search engine you're targeting for. What better way to get info than straight from the source itself?

- **WordStream Free Keyword Tool**

[WordStream's Free Keyword Tool](#) is only free for the first 30 searches but it's worth trying if you want to know what WordStream has to offer.

It works like any other keyword research tool. You enter your keyword and let it do its job. If you want more than just the basic tool, you can also try their Free Keyword Niche Finder for more useful results.

Free Keyword Niche Finder helps you find a profitable niche to start with. If you've yet to decide on what niche to start with, this is a tool that can point you in the right direction.

- **Ubersuggest**

Although the Google AdWords Keyword Planner may be the top tool for keyword researchers, most would argue that you aren't

getting the whole picture unless you also run an [Ubersuggest](#) search.

Ubersuggest produces keywords that you won't find on Keyword Planner. The list will be exhaustive so expect to spend some time going through all of it.

Keywords work like a compass for increasing your site's visibility. They tell you which direction to go.

This is why Keyword research is important, especially at the beginning stages. You don't want to hustle not knowing where all of it will lead to.

Always be clear about what you want to achieve. Keywords will not only provide clarity, but also increase the *relevant* traffic blog.

Chapter 7:

7 techniques you can use
to promote affiliate products
...without annoying your audience!



Affiliate programs wouldn't be so popular if people had no idea how to market. It's a new day and age, with new methods and platforms to choose from. For anyone who wants to earn a passive income from the Internet, having a bag of marketing tricks you can call upon is a MUST.

Fortunately for us we live in arguably the best time for running a business. All the information we need to succeed is more accessible than ever!

You're Already a Promoter...

I assume you have a social media profile, your Facebook account for example. If you've ever casually mentioned how awesome a certain restaurant was, or tagged your friends to a status about your favorite gadget, then you've been casually promoting stuff.

Promoting affiliate products is kind of the same, but instead of just using social media, you need to use varied methods to attract the right people.

Who are the *right people*, you ask?

That's the specific people who have a want or need for the affiliate products you're recommending.

Even if they never thought about buying the product, you can still make a sale if you put them into the buying mood.

Taking Promotion to the Next Level for Affiliate Marketing

There are hundreds of ways to promote affiliate products, but only a handful are known to create fast and great results.

Below, you'll find some of the best techniques used by the affiliate marketing community.

They'll be your best friend when it comes to promoting for affiliate marketing.

1. Social Media Campaigns

Social media is one of the most powerful tools you can use for increasing your blog's visibility and promote affiliate products. And that probably isn't surprising since everyone, including your boss and your grandmother, is probably on it.

What started as a way to stay and get connected with friends and family has now skyrocketed into the most profitable online marketing method there is. So how do you tap into this potential goldmine?

Trial and Error

Because every business and audience demographic is unique, there's no one-size-fits-all strategy to succeed in social media marketing. What may work for one online marketer may just lead to decreased sales and minimal engagement for another.

You have to be willing to make mistakes and learn from them. Then, you can start making adjustments or try a combination of different strategies. Take a look at your most popular posts. What was it about that post that really resonated with people? Take that and run with it.

Engage

If you've been using social media for personal stuff, we don't need to tell you how user engagement can really strengthen your bond with your audience. Use a friendly, conversational tone - just like you would with a friend you've known for years. People love it when you're sincere and genuine. It makes them feel that you really do care.

Become an Expert

Chances are your product or service is already being promoted by someone else on social media. To single yourself out from these other marketers, it's crucial that you become an expert in the eyes of your audience.

Stretch your imagination. Go the extra mile. Do as much research as you can on your product and service and become the person with all the answers. Doing this gives you two legs up on the competition.

Give

Giving people free information, guides, checklists and other tools related to your niche is another great way to stand out. Not only do you solve or provide targeted information to your potential visitors, but you're also telling them you're different from other affiliate marketers.

One good strategy is to provide your audience with interesting, or even offbeat information they wouldn't normally find elsewhere. Yes, this requires a bit of creativity on your part, but it's a tried-and-tested sales magnet.

2. Use Search Engine Optimization

We already taught you how to use SEO for affiliate marketing. There's a reason why we dedicated an entire section to it: because IT WORKS.

The results won't be immediate, but you're investing in your affiliate site's future earnings. Trust me. There's no better time to do SEO for your site than now.

Another thing you should know about SEO is that there are two main types: **Black Hat** and **White Hat**.

What's Black Hat SEO?

Black hat SEO refers to techniques and strategies that boost search rankings by breaking the rules. Search engines like Google are strict about optimizing websites with the user in mind. Remember that we discussed keywords in the previous section. Naturally, the more keywords your site contains, the more Google will recognize it as a relevant site when people use queries that contain your keywords.

That's how things used to work.

Today, there's such a thing as keyword stuffing, link farming, blog content spamming, hidden links, site rings and more. These are all terms used for banned techniques. Site's that are heavily optimized using Black hat SEO are NOT reader-friendly and rarely provide users a good experience.

What's White Hat SEO?

White hat SEO are techniques and strategies that prioritize the human experience as opposed to a search engine. The usual strategies used are keyword analysis, using keywords in content, doing research, using meta tags, backlinking, and link building.

Between the two, white hat SEO is the ideal choice since you're investing in the long-term results of your site. In return, the results you get are also meant to last a long time and that will help you sleep at night.

3. Blogging

You're a blogger, so do what you do best!

Content creation is considered a core activity of online marketing and it can help you promote products in more ways than you might initially think.

You can post product reviews, create infographics, create how-to blog posts that your readers can share, videos such as unboxing videos or how-to videos demonstrating the product, podcast mentions, and much more.

Tutorials are a great, low barrier to entry way of creating content to promote the use of a product. It's one of the best-performing types of content for affiliate marketing because it shows the product in use in a real scenario. People can visualise owning it and are more likely to be in the buying mood by the time they finish your tutorial.

Even if you can't or don't write, you can get other people to write content on your site for you. Another approach is to invite guest post writers that can help with your product promotion.

Your blog is yours to use as you please! As long as you aren't breaking any rules, you can really get creative here.

4. Regular Emails or Newsletters

What better way to stay in touch with your visitors than to turn them into email subscribers?

Emails are a personal communication medium. It's a great way to engage with people one-on-one and introduce the products you are promoting.

Interestingly one of the best ways to use email marketing is to avoid selling directly, but instead give a teaser to lead them further into your promotional content.

It's good to keep regular contact with your subscribers so start sending a monthly (or even weekly/fortnightly) email newsletter.

Getting Subscribers

One very effective way to attract subscribers is to offer something in exchange for their email. That could be a freebie, a discount, or a PDF (like this one!).

If you're offering an information product in the form of a PDF or an email course then you have the opportunity to warm your readers up before you start pitching them to buy something.

Spend some time, give them something valuable and you will be rewarded with a loyal subscriber that will actually listen to what you have to say.

NOTE: Most affiliate programs don't allow affiliate links to be posted in information products or emails directly. Make sure you check your affiliate program's Terms & Conditions and other policies before you place affiliate links anywhere on your site just to be safe.

5. Create Helpful Videos

If you aren't camera-shy, then you have the chance to provide your customers the most helpful videos ever.

Video tutorials, unboxing videos, and product demonstrations are unbeatable when it comes to providing viewers the information they need and getting people into the buying mood.

With videos you can unleash your creativity and make yourself really stand out. You can even use animation to demonstrate how products work.

If you don't possess video-editing skills, hire an expert who can make videos for you. If you already have some editing skills or are willing to invest time to learn, then you can really take your content (and affiliate sales) to new heights with video promotion.

6. Add Banners and Buttons to Your Site

Using banners and buy buttons can do wonders for the click through rate on your affiliate links.

As long as you place them appropriately and don't overload your site with them which reduces their effectiveness (also why you should be wary of taking up advertising on a site full of ads already).

The key with banners is to make them feel like they are in fact clickable.

One of the biggest mistakes people make with placing banners or ads on their site is that they don't make them appear clickable. This just screams "I'm a nasty ad! Don't click me!".

If you spend some time to design a thoughtful promotional banner that fits into your design it can perform very well.

7. Offer Promos, Incentives, Coupons, or Loyalty Rewards

Customers are always on the hunt for bargains and discounts and affiliates have a great opportunity to find these offers and put them in front of their readers. It can really help explode your affiliate sales.

There are even whole sites dedicated to just finding coupons and putting them in front of customers. However, as a blogger you have leverage with your audience and a level of trust, which gives you an advantage.

A coupon or promotion notice from you is worth much more to them than just finding one on the web themselves.

“Do I Need to Use Every Technique?”

Every niche and every affiliate site is different. Some of these techniques will get you fast results, while others won't.

Try each of them at least once and from there you'll be in a position to see what worked and what didn't for your audience. Make adjustments to your promotional mix and take note of which techniques work best for you.

Remember that creating a repeatable affiliate marketing strategy requires time and effort. Unfortunately there is no shortcut.

You'll find plenty of guides or crashcourse articles, but in the end, there's just no beating actual experience.

Conclusion

We've reached the end of this guide... *sadface*

But don't worry – this is where your journey begins!

Here's your NEXT STEPS:

1. Pick and research your niche

Remember that it is possible to make any niche profitable. However, that doesn't mean you shouldn't choose from a list of popular niches that are easier to promote. Do your research, choose a niche you know you can promote well, and find out what keywords you should rank for.

2. Create a website in a shared hosting platform

There are plenty to choose from, but the common favorites are Bluehost, HostGator, SiteGround, and GoDaddy. Rule of thumb is that it shouldn't cost more than \$60 USD a year. You can move to more sophisticated hosts once you have some traction and lots of visitors.

3. Install WordPress – it really is the best content platform

Depending on where you create your hosting account, the process for installing WordPress will differ. Many have a 1-click install where you to fill in the fields on screen and click 'Install'.

4. Install ThirstyAffiliates plugin

Visit: <https://thirstyaffiliates.com>

[Shameless plug alert!] ThirstyAffiliates is our free plugin that will help you manage and insert your affiliate links into your blog. It really is a

great tool but don't just take my word for it, look through the reviews on the plugin page and you'll see dozens of people saying how it has changed the way they do affiliate marketing.

You can use it to cloak ugly affiliate link URLs and turn them into more appealing ones that are redirected via your own site... and did we mention it's FREE? Check it out..

[View the plugin on WordPress.org →](#)

5. Create a content plan

Good content strategy is the key that will unlock the gates to massive affiliate earnings. Plan it accordingly. Approach it with some strategy, adjust, tweak and repeat and you *will* find success.

Just remember my golden rule: *Make your content useful.*

To maintain a positive relationship with readers you must make sure your content offers value while naturally leading your audience to a product recommendation.

Force feeding affiliate offers down people's throat *does not work.*

Also, if you want to get the most out of your content plan, don't forget to use search engine optimization recommendations we shared in this guide. Content marketing and SEO go together like peanut butter and jelly.

And that's it...

You are now ready to rock the affiliate marketing world.

We hope this guide has given you a clearer picture of what affiliate marketing is and isn't, how it can generate a passive online earning, and what techniques you can use to start you off on the right foot.

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