Affiliate Marketing Basics



FIND OUT HOW TO START AN AFFILIATE MARKETING BUSINESS TODAY



HOW TO GET STARTED IN AFFILIATE MARKETING

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WHAT IS AFFILIATE MARKETING

Affiliate marketing is a business model where brands share revenue with publishers and content creators in exchange for leads and sales. It works similarly to a salesperson being paid a commission for a successful sale. The more sales you make, the more money you earn. Affiliate commissions can range from cents on the dollar to hundreds of dollars per referral. Done right, affiliate marketing could help you earn more than your current job or diversify the revenue of an existing content



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WHAT IS AN AFFILIATE LINK?

The main way affiliate marketing works is through affiliate links. Affiliate links are trackable links with a unique URL assigned specifically to you. They help advertisers know that you sent them a specific customer, so they can pay you a commission if that customer makes a purchase.

The most important thing to know as a beginner is that in order to earn a commission, the customer who converts needs to come through your unique affiliate link.

For the most part, there are two main models for earning affiliate revenue:

- CPA (Cost Per Action): You earn every time someone completes an action.
- CPC (Cost Per Click): You get paid for clicks.

Different affiliate programs will offer different payment models.



PICKING A NICHE

The 1st step in affiliate marketing is choosing a niche.



That said, if you're starting affiliate marketing with no money or a small budget, I recommend picking a topic you're passionate about. That way, you won't get bored or hate your niche when you're writing 50+ articles on the topic. affiliate marketing is choosing a niche.



SAMPLE OF NICHES

HERE'S A LIST OF PROFITABLE NICHES FOR YOUR THOUGHTS;

HEALTH:

DIET AND NUTRITION, KITCHEN APPLIANCES, COOKING, SUPPLEMENTS, CBD, RELATIONSHIPS, VITAMINS

WEALTH:

MAKE MONEY ONLINE, PERSONAL FINANCE, CREDIT CARDS, SOFTWARE, REAL ESTATE, CRYPTOCURRENCIES

ELECTRONICS:

CAMERA GEAR, DSLRS, LENSES, PHOTOGRAPHY, VIDEOGRAPHY, COMPUTERS, SMARTPHONES, HEADPHONES, DRONES, GAMING ACCESSORIES

FASHION APPAREL:

SHOES, SNEAKERS, ATHLETIC WEAR, WATCHES, SUNGLASSES, SMART WATCHES

HOBBIES:

TRAVEL, TRAVEL HACKS, AIRFARE, HOTELS, MUSIC, CARS, GAMING



BUILDING A WEBSITE

The 2nd step in affiliate marketing is building your website.
Cost: The website is free if you do it through Bluehost (web hosting)

Bluehost powers over 2 million websites.
BlueHost

- one click WordPress installation
- free domain for the first year
- 24/7 support in house
- SSL certificate
- WordPress dashboard



CREATING CONTENT

Once you have created your Website through Bluehost, you need to start creating your content. While writing content for your blog might seem like a daunting task. New technology has made this process simpler. Here are some options to consider if you want to outsource content writing for your blog.

Texta Ai

Texta.ai is an AI copywriting tool that automatically generates and optimizes long-form content.

Fiverr

Fiverr connects businesses with freelancers offering digital services in 500+ categories.

Canva

Canva is a free-to-use online graphic design tool. How I created this E-Book



EMAIL AUTORESPONDERS

What is an Email Autoresponder?

An email autoresponder is a tool that sends an automatic email in response to a pre-defined trigger event.

What are they Used For?

- Passively send important messages to subscribers
- Move leads along the marketing funnel
- Send tailored messages to specific segments of their email list
- Generate conversions by driving engagement and upsells



RECOMMENDED AUTORESPONDER

Getresponse

Cost: $ 15 to $ 19 /Month

GetResponse, one of the older email marketing programs on the market remains a top choice in email marketing.





FINDING AFFILIATE OFFERS

Searching for affiliate programs on the biggest search engine in the world, Google, is an easy and straightforward way to find the best affiliate programs in your niche.

Simply search for ‘’affiliate marketing program’’ + ‘’your niche’’, or search for ‘’affiliate marketing program’’ + ‘’a specific product you want to find’’ and you will find many programs that could fit your topic.

You can also look for a specific merchant and add ‘’affiliate program’’ to find a program of a company you’re interested in. Note that some companies use different wording for their affiliate program. You can also try ‘’partner program’’ or ‘’associates program’’.



DRIVING TRAFFIC

Now it's time to drive traffic to your carefully selected offer. This can be done through social media platforms, SEO blog posts, and email lists.

The key is you want to either reach people who are looking to buy, or capture their email address to educate and inform readers before prompting the purchase.





BUILD YOUR FIRST FUNNEL

It's possible to send customers directly to the affiliate website through single pieces of content, especially with low-ticket offers that have straightforward value propositions. Funnels are an especially suitable strategy for high-ticket affiliate programs that require a longer education period before customers are ready to buy.

To Start Building your first Funnel the # 1 recommendation is Clickfunnels

It is super beginner friendly with drag and drop editor to get you up and running fast.





STEPS AND FINAL THOUGHTS

Disclaimer: My posts may contain affiliate links! Moreover, if you buy something through one of my links, you won't pay a penny more. But I will get a small commission, which helps keep the lights on.

- Get web hosting at Bluehost
- Install WordPress and pick a theme
- Get Email Autoresponder Getresponse
- Find affiliate products to promote
- Build your first funnel at clickfunnels.
- Drive traffic to your funnel

Should you have any questions or concerns, visit juanvillar.com

To Your Success