

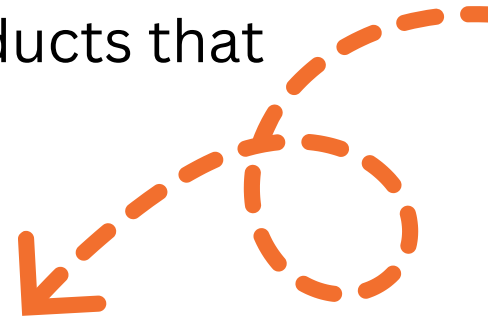


**SHARK LABS**  
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# CONTENT FOR AFFILIATE MARKETING

# Writing Content For Affiliate Marketing

To start your content marketing campaign, you should begin with the product or products that you wish to promote to your visitors.



## PROMOTE PRODUCTS YOU'VE USED IN THE PAST

Ideally, you should share products that you have used in the past, so that you can share your firsthand experience in using them. This will make your content authentic. Online authorities usually use this kind of approach. A welding teacher for example, uses his website together with YouTube to create a multimedia content experience. In his articles and videos, he shows people how to do welding techniques and projects. In the process, he shows them the tools that he is using. By showing the people that he is using the tools, he is more likely to convince them to buy from his affiliate marketing sources.

If you choose to present yourself and your website as an authority in the subject you are using, you can also use this strategy. When thinking about the topic that you are going to discuss, also research on the possible products that you may promote to your online visitors. It's better if you already have some of these products so that you no longer need to buy them.



## **PRESENTING PRODUCTS YOU HAVEN'T USED**

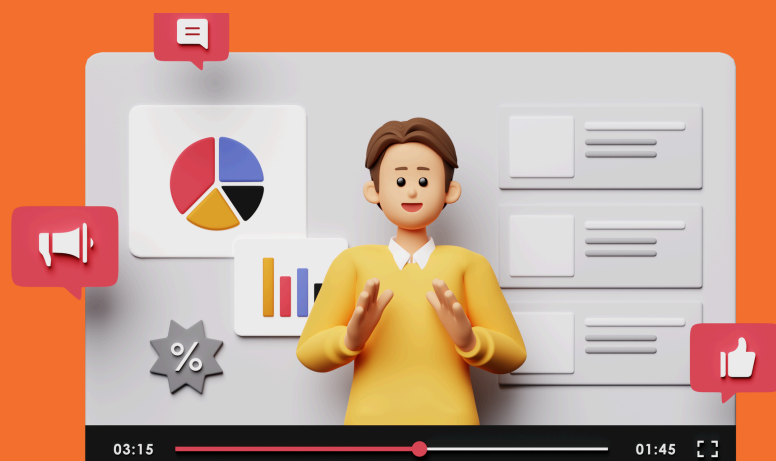
Some affiliate marketers in the market also suggest the use of products they have never used in the past. This type of affiliate marketing suggestion usually works for generic products that people will still buy regardless of the price or the brand you present. Weight plates for dumbbells are an example of this type of product. Even if you do not show that you are using weight plates, you can talk about them, show photos of them and present an affiliate link for them.



Because they are common products, your readers are familiar with what these products are. They will also be willing to buy them even if you do not show yourself using them. If you post a link to an Amazon product page with an acceptable price range, some of your users will make the purchase.

When presenting products that you haven't used yet, you should do all the research you can about it. The web today is rich in information, you can do your research about any product out there. If the product can be found in Amazon, you can even use the review section as your source for doing product research. The people posting these reviews mostly have firsthand experience in using them.

Beginners make the common mistake of being too positive about the products they present. This makes them sound as if they are doing a sales pitch; you do not want people to see you this way when you are talking about your content. Instead, people want hard facts about the products you are presenting. Show them both the pros and cons of using the product.





## WHAT TYPE OF CONTENT SHOULD I CREATE?

When choosing the type of content you will create, choose the ones where in you can actively and naturally suggest the products you use. Listicles (list articles), tutorial articles and tips articles are some of the types of contents where in you can naturally plug a product in. Ideally, you should create three types of content. An article in your website for people who prefer to read, a video in YouTube and an audio version of the video for iTunes. You can embed the video and audio files in your article page to make all your content come together.

In addition, you can also create additional content such as behind-the-scenes videos and photos. You can then post these photos in your social media accounts or your website blog. By doing so, you will be able to keep your accounts active. Some of the people who see your social media content will also be interested in what you are up to. If you show a photo doing a project for example, your followers may become interested in knowing what project you are working on.

By posting these behind-the-scenes footage and content, you will be able to build excitement in your audience base. This increases the potential views of your different contents from the different platforms you use.

All these pieces of content have one important purpose, to redirect the attention of the visitor towards the affiliate links and buttons. Your target market will be minding their own business, using social media or doing a Google search. In the process, they may stumble upon your content and spend some time to watch, read or listen to it. This is what you are fighting for when doing content marketing, your potential visitors' time and attention. You want to keep them tuned in to your content long enough so that they will see or hear your product pitches.



# PUTTING THE TIPS INTO ACTION

Now that you know how the basic content marketing process works, let's consider an example of a successful content marketing campaign for an affiliate marketing program.

Mary is a stay at home mom and she wants to start doing affiliate marketing to supplement the household income. In her free time, Mary likes to work on her garden and she has had some success in growing both flowering and fruit-bearing plants. Because she enjoys gardening and she has the experience to teach people how to do it, she decided that this will be her niche topic.

Mary begins by researching about the types of information that are already in the market. As she expected, there are already a lot of content about general gardening. Because of this, she decided to make her niche narrower. She looked into creating content only for specific aspects of gardening such as organic gardening, composting, and similar contents. She found that while there are already a lot of content in this area, she has some article ideas that no other website have discussed with depth.





While researching, she also followed the tip of listing down all the tools she will need for her series of articles. In her list, she included both generic garden tools and some brands that she personally uses. After creating the list, she looks for these products in Amazon and uses her Amazon Associates account to generate links for each one of them.

Now that the information for the content is ready, Mary starts to create. To create her content, she works on her garden and uses her smartphone camera to take photos and to record videos. She plans to edit these videos and share them in YouTube. She also takes photos and short videos and shares them in Instagram, Pinterest, Twitter and Facebook. In the process, some of her friends start interacting with her content, asking her what she is up to. She lets them know that she is working on her garden and creating an article about it. With her initial social media content, starts to pique the interest of her natural audience.





After her gardening project, she managed to create 5 articles about plating lettuce, one video about how to plant them from seeds and multiple social media posts about it. These become her first contents for her website and her YouTube Channel. In both her articles and her YouTube video, she actively discusses the tools and planting products she uses. She then tells her content viewers that they can also get the same products through the link she provides. In her articles, she posts the link directly after mentioning them. In her YouTube video, she puts all her affiliate links in the description of the video. She also includes a link towards her articles so that people from YouTube will be able to go to her website easily.

Now that her first set of contents are ready, Mary begins the second part of her content marketing effort. She now starts to spread her content around the web. She continues to post in her social media platforms about the progress of the growth of her plants. In Instagram she posts photos of the sprouts coming out of the ground, she also posts about the different plants in her garden.





She also shares the same content in her Twitter account. In there, she also talks with other Twitter users about gardening. Every now and then, she mentions her articles and her videos. In Facebook, Mary posts her articles and uploads a copy of her video. In the beginning, only her friends and family talked about it. Mary entertained her audience in the comments. With people engaged in her articles and her video, the reach of her content increases. Because of this, other people outside of Mary's social circles start seeing her contents. They press the up-vote button while some leave a comment and share the content.

Aside from social media marketing, Mary also optimizes her content so that it ranks high in search engine result pages. She uses her target keywords in the title of her content as well as in different paragraphs in the article. In her YouTube video, she also created a long description with the relevant keywords included to make it easier to find for people looking for videos.

All these marketing efforts increased the views of Mary's articles and video. Out of the thousands that viewed her content, some clicked on the Amazon links she provided. The purchases of these referred visitors allowed Mary to earn some cash from Amazon Associates.

In this example, our protagonist did all things right to make money through Amazon. Here are some of the content marketing best practices she did right:



## **PICK A TOPIC YOU ENJOY WORKING ON**

You are stuck with the topic you pick until you see success or until you give up on your affiliate marketing business. To make sure you do not get fed up making content on the same topics, you should pick one that you love doing, in our example, Mary chose to work on gardening, one of her natural interests. If you have a long-term interest or hobby, you can also pick that topic for your content marketing.

# CREATE SPECIFIC KIND OF CONTENT BASED ON YOUR MARKETING PLATFORM

Right now, the Google and Facebook are the two biggest sources of website visitors. They are so influential that they are rumored to be used for important political events like elections. While they are both excellent places to share content, not all types of content will work in both of them. For Google, it's best to use keyword-rich instructional contents. People go to Google when they have problems or when they are looking for specific information.



For Facebook on the other hand, the best types of content are those that provoke certain emotions on the readers. They do not need to be necessarily useful. In fact, many of the contents in Facebook are purely for entertainment purposes. Content in Facebook become popular if people engage with it. Engagement in social media marketing is defined as any positive action done by the user towards the content. In Facebook, reactions such as “Likes” are examples of engagement. Comments and Shares are even more powerful forms of engagement. The Facebook content management algorithm will show your content to more people if it received a lot of these positive reactions in the first hour of posting.

# **ENCOURAGE FOLLOWERS TO ENGAGE WITH YOUR CONTENT**

In our example, Mary knew that engagement is important in her content marketing game. Because of this, she entertained the comments of people in the content she shared. The more comments and reactions the content gets, the higher the number of people that gets to see it.

You should also do the same when doing content marketing is social networks. Make your content rise in the newsfeeds of your friends and family by entertaining comments. Also encourage people to share the content by directly asking them to do it in the content description .

# **STATE A CLEAR CALL-TO-ACTION TO GO TO THE AFFILIATE WEBSITE**

People will not just click on your affiliate link just because you added it to your content. They will only click on it if you directly invite them to do so. In our example, Mary directly invites her viewers and website visitors to click on the affiliate links she provides. Even better, she shows people that she is using the affiliate products she invites them to buy. Affiliate marketing is more than just a selling business. It's about helping your community solve their own problems. You can only earn if you convince people that your way of solving the problem is better. Do not be afraid to over use your call-to-action statements and buttons. The business is all about directing the attention of your audience towards your links. If you are shy with making people click on that affiliate link, you will fail in achieving your goal. If you believe that the product you are selling will solve the problems of the people viewing your content, you should not be afraid of sounding to salesy.