THE AFFILIATE
TRAFFIC GENERATION
Checklist

ENDLESS
AFFILIATE PROFITS

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You're promoting the highest-converting, most in-demand affiliate offers on the planet. You've got some great ads. But if you don't have targeted traffic, then you're going to be hurting for sales. And that's why you'll want to take a good look at this checklist, which will show you three great ways to start bringing in traffic.

Look…

Partner Up

Look around your niche, and you might realize you have a lot of competition. But, all these "competitors" can actually become partners. That's right, you can join forces with other marketers for mutually beneficial activities.

Here are some of the top ways to partner up and start getting some traffic:

- Be a guest author. You can swap content with your partner for your blogs, social media pages and newsletters.

- Partner up with vendors. One good way to do this is by interviewing the vendor (preferably live on a webinar). You'll get traffic since vendors will usually publicize the interview. You can also create a bonus and offer it to a vendor to give away to all of their customers.

- Do ad swaps. You and your partners can endorse each other on your blogs, social media pages, in your newsletter, on thank you/confirmation pages, in your lead magnets and more.

- Create content together. You can partner up with others to create lead magnets or other content. Everyone contributes content, and everyone drives traffic to the result.

So how do you get started partnering up? By following these steps:

Step 1: Find Partners. Cast a wide net by:

- Searching your keywords in Google to see who owns the big platforms (social media, popular blogs, big newsletters).
- Searching marketplaces like ClickBank.com to see who owns the bestselling products in your niche.
- Asking your network which authors, blogs and marketers they follow.

Step 2: Research Partners. Search a prospective partner's name and business name in Google to be sure they have a good history. Your name is going to be associated with their business, so you only want to work with well-respected people.

Step 3: Develop Relationships. It's easier to get someone to say "yes" to your partnership request if you build a relationship first. You can do this by:

- Making money for them by promoting their products.
- Interacting with them on their blog and social media pages.
- Talking to them at offline events.

Step 4: Propose a Joint Venture. Once a prospective partner knows, likes and trusts you, then you can start proposing a partnership. Here's an example message you may send via email or through a social media private messaging system:

Subject: I have an idea…

Hi [Name],

I noticed your blog readers are looking for information about [topic], which is my specialty. Meanwhile, my blog readers are interested to get their hands on information about [topic], and you're the niche expert on that topic.

So here's an idea: let's guest blog for each other on our respective specialties.

In exchange for creating one article with a byline, you'll get exposure to my [number] blog readers. In addition, I'll also post it on social media for my [number] followers and send it to my [number] newsletter subscribers.

I think this is a great way for you to get more traffic and exposure with minimal effort.

What do you think?

[sign off/name]

=== End Example

Now let's look at the next way to drive traffic…

Participate On Social Media

Your audience is already on social media, which means you should be too. Here's a mini checklist you can use to get up and running:

- Focus on the platforms that are the best fit. Don't spread yourself too thin trying to have a presence on every platform. Instead, pick two or three platforms that are good fits for your audience and business.

TIP: Pick from the top platforms, including Facebook, Twitter, Google+, LinkedIn, Instagram, Pinterest, and YouTube.

- Run a viral contest. Use a tool like RaffleCopter.com, which gives your contestants extra entries for sharing your contest. In turn, this makes the contest go viral in a big way.

- Post good content regularly. You'll need to do some testing and experimentation to see what types of content your audience responds to the best. This could include articles, quotes, memes, videos, checklists, tips and more.

- Integrate social media with your blog. This sends traffic from your blog to join your social networks, and it sends traffic from your social pages back to your blog. Examples include:

    - Post social share buttons/badges on your blog and encourage people to share your content.

    - Post your blog articles on your social media pages with a teaser and a link back to your blog.

Next…

Purchase Advertising

This is a quick way to start bringing in targeted traffic to your lead pages, as in some cases you can start receiving traffic in just a few hours. Here are popular places to advertise:

- Google AdWords.

- Facebook advertising.

- Directly on niche sites or in niche newsletters.
- Via third-party sites such as BlogAds.com.

Keep these points in mind:

- Select a targeted market. This includes:
    - Choosing longtail, targeted keywords when advertising on AdWords.
    - Using Facebook's ad platform to show your ads to people who've shown an interest in your niche.
    - Purchasing ads on niche sites that cater to your exact market.
- Start small. If you get good results, then you can invest more money in a particular venue. Be sure to test out the ads themselves, the best day for posting, the best keywords and the best venues.

Parting Thoughts

Building traffic to your site is all about taking consistent action every day using these three methods, plus the methods we've talked about elsewhere in these checklists (such as blogging). So, make a traffic plan and get started now – because the sooner you do, the sooner you'll see your list and affiliate commissions grow!

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