PropellerAds

# How to Make Money with Affiliate Marketing?

## (Absolute Beginners)

Course Guidebook

# How to use this guidebook?

Hey, guys!

Thank you for joining our very first workshop for beginners.

To make this workshop even more effective, we decided to collect all the links and useful materials in one PDF. By doing so, we can dedicate more time to some practical aspects of affiliate marketing.

To get the maximum value out of this workshop we recommend:

- Reading suggested articles
- Doing practical tasks
- Browsing recommended resources
- Following our instructors' tips

Thanks!

# Part 1

## What is **Affiliate Marketing?**

# Useful resources and links to start

We have an extensive guide to affiliate marketing, where you can find lots of useful links.

Apart from our **blog**, here are some great websites about affiliate marketing:

- https://affbank.com/
- https://charlesngo.com/blog/
- https://voluum.com/blog/
- https://neilpatel.com/blog/
- https://affiliatevalley.com/

Also, we recommend **registering on our platform**. It's really essential to familiarize yourself with an interface.

**Sign up > I'm an advertiser > Complete the form**

**Before you start:** *7 Tips to Achieve the Right Affiliate Mindset and Overcome Common Challenges*

# Affiliate communities to join

Make sure to join our busy **Telegram chat** with lots of experienced affiliates.

Ask questions and join conversations!

**Some of the best affiliate marketing forums:**

- STM Forum
- AffiliateFix
- WarriorForum
- Affilorama
- affLIFT

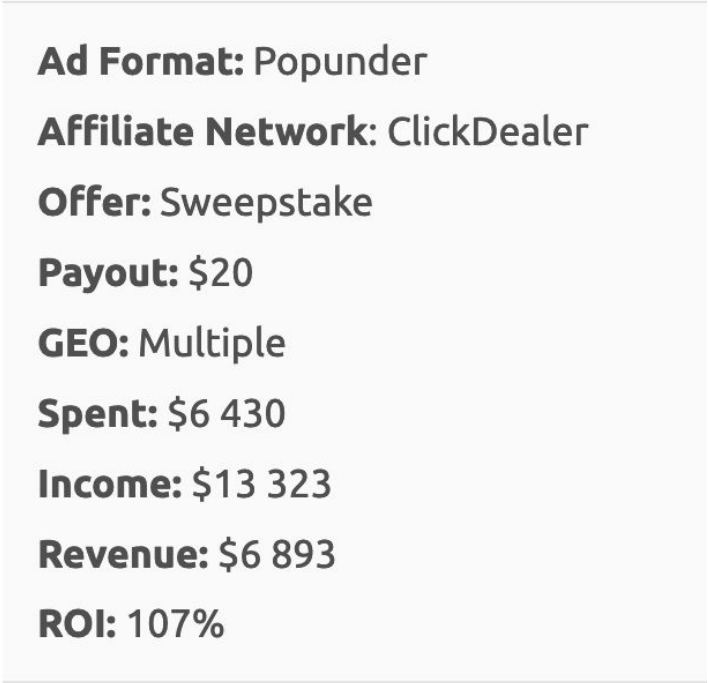
# Part 2

## Can you make money with affiliate marketing?

# Talking about making money

Can you REALLY make money with affiliate marketing?

To answer this question, we suggest checking out the **Case Studies** experienced affiliates share on our blog. You can see how much money you can earn by running campaigns.




*A screenshot from our recent case study*

# Your expenses

Here's a great article where we in great detail explain how much money you will need to start.

**An overview of the tools we discuss:**

- Spy tools, now you can also find a free one at Affbank.
- Tracking tools
- Landing page builders
- Stocks with free images

- More about bidding models (aka how you pay for traffic) and daily & total budgets
- Why a $5 budget is not enough to test a campaign?
- In depth about CPM and CPC bidding models
- Tiers of traffic: how prices on traffic change depending on the country?

# Part 3

## Affiliate ecosystem

# CPA Networks & Direct advertisers

**Some of the most popular CPA Networks:**
*(note that many of them specialize in certain niches (aka verticals)*

- *Zeydoo*
- *ClickDealer*
- *AdCombo*
- *TopOffers*
- *LeadBit*
- *Alfaleads*
- *Everad*

**Helpful materials about CPA Networks:**

- How to Choose a CPA Network?
- How to Get Approved by a CPA Network?

# Part 4

## CPA Offers & Verticals

# CPA Offers

**CPA Offer aggregators:**

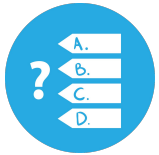
- Affbank
- OfferVault
- oDigger

**Articles we recommend reading:**

- A Complete Guide to Finding High-Converting CPA Offers
- Affiliates Conversion Types Explained

Go through CPA Offer aggregators (you don't even need to register) and check how the payouts are connected to conversion types (i.e., target action). What are the lowest you can find? What are the highest payouts?

# Verticals




**How about a quiz?** We have a quiz that will help you choose the right vertical for your experience level. **Take a quiz!**

**Useful articles about verticals:**

- The Easiest Verticals to Start With
- Sweepstake case studies
- Dating case studies
- App installs case studies

By the way, we have LOTS of webinars dedicated to various verticals, check our **YouTube playlist**.

Keep an eye on affiliate trends, you can discover them in **these podcasts**.

# Part 5

## The elements of ad campaigns

# Bidding and targeting

**We recommend reading:**

- Bidding and Budgeting: How to set the right bid for your campaign
- How traffic estimator works
- Do you need auto-optimization?

**Targeting basics:**

- Targeting strategies for beginners: How to segment and approach your audience
- How to enhance your marketing campaigns with geo-targeting
- How to know when you're overdoing it with narrow targeting

# Things to know about Landing page & Pre-lander

First of all, please read about what a pre-lander is. You can find a good article here.

**Let's practice?**

Go to an aggregator and explore the offers, check what landing pages and pre-landers are included in the offer.

**More about landing pages:**

- How to optimize landing pages for mobile
- What's wrong with your eComm landing page?
- 6 Psychological ingredients of a high-converting landing page

# Our ad formats

**Push Notifications:**

- How Not To Screw Up Launching Push Campaigns: Part I (Setup)
- How Not To Screw Up Launching Push Campaigns: Part II (Optimization)
- What to choose Push or Popunder?

**Popunder:**

- Webinar: How to Convert Popunder Traffic Like a Pro
- The Beginner's Guide to Running Popunder Campaigns in 2021

Although Popunder and Interstitials are great ad formats, we recommend testing Push Notifications if you are a complete newbie.

# Ad creatives: how to make them convert?

**Step 1.** Understand customer pain points.

**Step 2.** Test various ideas and approaches.

**Step 3.** Find the right call to action.

**Use the power of psychology:**

- 9 Psychological Tricks to Increase Conversions and Make People Buy Your Popcorn
- Scarcity, Urgency, Exclusivity: 3 Words Every Affiliate Should Understand
- 7 Storytelling Techniques for Affiliate Marketers

# Ad creatives: time to practice

The best way to learn making great creatives is using spy tools and trying to understand what motivates your target audience.

1. **Find a vertical** and offer
2. **Who is your target audience?** *(What bothers them? What are their paint points? What can catch their attention?)*
3. **Go through spy tools** and see what creatives your competitors are using. How would you improve them?
4. **Think of an ad format** that would work best for your target audience (for this exercise, we'll choose Push)
5. **Prepare 3 sets of different creatives** for your push campaign.

# Beginner Friendly CPA Offers from ZEYDOO

**Sweepstakes:**
Super Samples - Walmart direct+prelander (ID: 1166)
Coop Gift Card Prelander (ID: 145)

**Dating:**
Ugetlaid LP3 (ID: 609)
Dating Survey (ID: 1713)

**Mobile Apps:**
Android – Clean Guard Prelander (ID: 1652)
IOS – Fort Secure VPN with Prelander (ID: 1669)

**Finance:**
Finance Survey New Feed (ID: 2025)

Time to **launch your first campaign**!

# 30 NEW Affiliates Get a Promocode

**Follow these steps to get yours:**

1. Create your advertisers account on propellerads.com
2. From the dashboard, click on the blue Support Chat bubble and write: “**My first deposit**”
3. Get your $30 bonus by making a $100 deposit



[Launch your first campaign!]

Thank you!

Feel free to contact us via Telegram if you have  any questions.