

STAK MARKETING

AFFILIATE MARKETING FOUNDATIONS

Your guide to the basics of affiliate marketing
and our best tips to get you started selling.



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WELCOME

Affiliate marketing is one of the most popular ways for entrepreneurs to build an additional revenue stream. In fact, some entrepreneurs have had so much success with affiliate marketing that it *is* their main revenue stream.

In this guide, we give you affiliate marketing basics as well as our best practices to get you started in this marketplace.

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What is affiliate marketing?

AFFILIATE MARKETING

Affiliate marketing is a type of marketing in which businesses use spokespeople to share their products. These spokespeople are given a monetary kickback when someone engages in their recommendation. And while the most common engagement is a point of sale, some affiliate marketing platforms give their kickbacks based on clicks, leads, and app downloads.

Affiliate marketing is a great way to implement a revenue stream for yourself or your business. And while you can work as much or as little as you want on building your affiliate marketing program, it is truly the epitome of what you put into it, is what you get back from it.



What is affiliate marketing?

HOW IT WORKS

At its core, the process of affiliate marketing is quite simple:

- 1** A company/affiliate marketing platform generates a unique link for a spokesperson to share.
- 2** The spokesperson shares the product with the unique link.
- 3** People click on that unique link and complete their purchase (download an app, generate a lead, etc).
- 4** The spokesperson is given a monetary commission for that engagement.

The good, the bad, and the best.

PROS OF AFFILIATE MARKETING

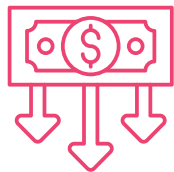
There's a reason why affiliate marketing is so popular, not only is it easy to do but it doesn't matter who you are or what your interest is, affiliate marketing has a place for you. Here are the plus sides of affiliate marketing:



set your own hours



little risk and investment



low overhead costs



you get what you put into it



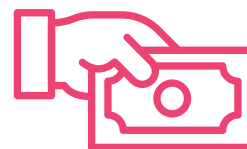
easy to implement & manage



there's enough room for everyone



no experience needed

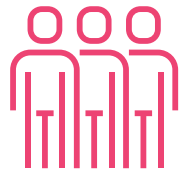


high payouts possible

The good, the bad, and the best.

CONS OF AFFILIATE MARKETING

Although affiliate marketing is an easy-to-start, easy-to-run, revenue stream, there are still some downsides to this ever-popular marketing tactic:



requires a following



there's a lot of competition



requires hard work & patience



you need to self manage



no control over your paycheck



you're making sales for someone else



**success doesn't come over night
and can take a long time to get**



**requires high quality and
consistent content**

Kickbacks and payouts.

TYPES OF PAYMENT COMPENSATIONS

There are three main ways that affiliate programs determine how you will be paid out. While the most popular method is pay-per-sale, there are a few other payment compensation plans that may work better for your niche.



PPS: Pay-Per-Sale

Pay-per-sale is, in our opinion, one of the easiest ways to make revenue through affiliate marketing. Users are required to complete a purchase through your affiliate link and then you're given a commission for that sale.



PPC: Pay-Per-Click

Pay-per-click revenue comes from when someone clicks on your unique link with no other action being taken. Generally, this is for a company that are trying to build their following in order to monetize their website through advertising.



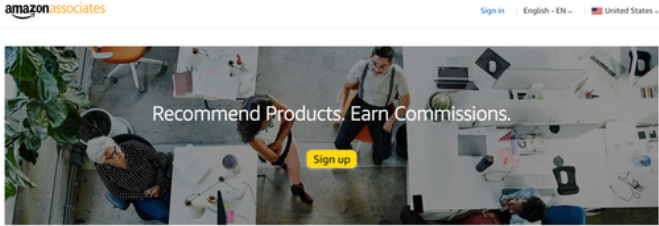
PPL: Pay-Per-Lead

Pay-per-lead affiliate marketing can be monetarily beneficial, but can also cheapen your brand since most of the companies that pay for PPL are subscription-based services like cable or internet.

Our favorite affiliate marketing platforms.

AMAZON

If most products you want to recommend for your niche business are found on Amazon, then being an Amazon Affiliate is the right place for you. This program is one of the most common affiliate programs in the world, it's so popular there are almost 100,000 Amazon Affiliate accounts. As an Amazon Affiliate, you can generate unique URLs for each product you want to share. Additionally, creators can have an Amazon Storefront free of charge.



amazonassociates Sign in English - EN United States

Recommend Products. Earn Commissions. [Sign up](#)

Amazon Associates - Amazon's affiliate marketing program

Welcome to one of the largest affiliate marketing programs in the world. The Amazon Associates Program helps content creators, publishers and bloggers monetize their traffic. With millions of products and programs available on Amazon, associates use easy link-building tools to direct their audience to their recommendations, and earn from qualifying purchases and programs.

- Sign up**
Join tens of thousands of creators, publishers and bloggers who are earning with the Amazon Associates Program.
- Recommend**
Share millions of products with your audience. We have customized linking tools for large publishers, individual bloggers and social media influencers.
- Earn**
Earn up to 10% in associate commissions from qualifying purchases and programs. Our competitive conversion rates help maximize earnings.

AMAZON PROS

- Amazon is a trusted platform
- No matter what niche you're in, the number of products you can share really is endless
- Amazon does marketing for you including reminding people of their abandoned carts
- People are used to and comfortable with ordering on Amazon
- The Amazon Affiliate program has a web browser plugin so setting up unique links is easy

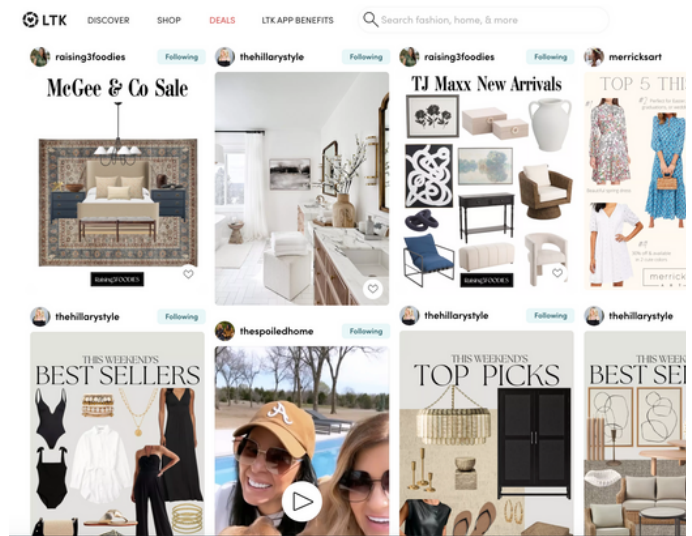
AMAZON CONS

- The payout commission is at most 10% which is lower than others
- If you're sharing items from boutique stores, then you're probably not going to find them on Amazon
- Unique links are good for only 24 hours once a viewer clicks on that link, meaning if they decide to purchase 2 days after they originally clicked the link you won't receive a commission

Our favorite affiliate marketing platforms.

LTK

By now you've probably heard the term "shop the post", which undoubtedly came from LTK (LIKEtoKNOW.it, previously known as RewardStyle). LTK is an app, website, and truly its own social shopping platform that content creators use as a hub for products that they're recommending. LTK users generally have a very specific niche and are sharing items within that niche from a variety of sources and shops across the internet.



LTK PROS

- Gives content creators a hub for all their shared products
- Makes it easy to generate unique links for a variety of products
- Visually appealing for people to shop within the app
- Commonly used, viewers are used to seeing LTK posts
- Your selling data is easy to see and navigate
- Commissions are good at an average of 10%

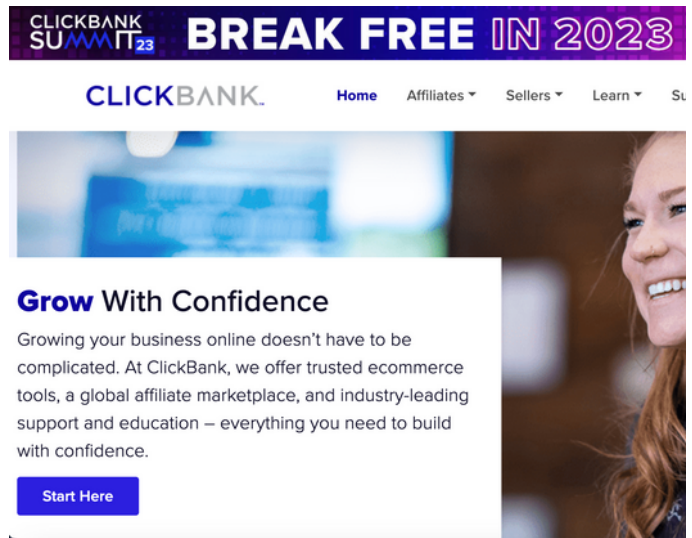
LTK CONS

- LTK is for niche markets with good followings, if you don't have a following yet, you may not be approved for an LTK account
- For niche markets like clothing, style, and home industries
- LTK promote specific accounts, new businesses may not get the support they're looking for
- You need high quality photos and content in order to keep LTK happy

Our favorite affiliate marketing platforms.

CLICKBANK

ClickBank is one of the oldest affiliate marketing platforms. It's been known to give out high commissions while also being one of the most reputable companies. Although the dashboard and interface aren't as pretty as other platforms, ClickBank is great because it can fit any niche, providing affiliate links for thousands of different products across the internet.



CLICKBANK PROS

- Anyone can join
- Trusted, legitimate, company that has been in business for 25 years
- Offers continued education for marketing your products
- Includes customer service
- ClickBank puts on yearly events to meet and network with other ClickBank users
- ClickBank claims to give users high commission rates up to \$180 per sale

CLICKBANK CONS

- Anyone can join - which means you will have a lot of competition
- Vague commission rates and policies, although most users say ClickBank pays out more than other platforms
- User interface isn't as pretty as others
- There is a \$49.95 activation fee
- There is a \$2.50 processing fee every time a payment is issued

Affiliate marketing is calling.

7 STEPS TO GETTING STARTED

Ready to get started with affiliate marketing? It's ready to have you! While affiliate marketing does take hard work and commitment, success is definitely attainable with the right strategies.

1

Pick Your Niche

What are your passions and expertise? Is it finding the best plus-sized clothing? Procuring low-cost home furnishings? Discovering beautiful kitchen gadgets? Whatever your niche, stick with it, run with it, and make sure the products you're sharing fit that brand.

2

Pick Your Marketing Hub

The key to successful affiliate marketing is creating your marketing hub. Where will be the main place you share your unique links? Is it Instagram, your website, a blog, or email marketing? Having multiple marketing tactics is necessary but your affiliate marketing should all lead to the same place each time (we suggest a website).

3

Pick Your Platform

Once you determine *what* you want to share and *where* you want to share you need to determine the platform you *want* to share products through. Based on your niche and your target audience you should be able to pick and setup your platform.

Affiliate marketing is calling.

4

Create & Share

Your systems are set up, so now it's time to share what you are promoting! We suggest planning out 1 to 3 months of content at a time for your website, blog, emails, social media, and however else you plan to share your affiliate marketing.

5

Track Data & Pivot

Once you've started sharing, it's imperative to track your data. We suggest doing so once a month. Tracking data will allow you to see what types of products people want to purchase, and will allow you to pivot your creatives and products based on that information.

6

Stay Consistent

It's no secret that growth does not happen overnight. The key with anything in marketing (and life) is that success comes with consistency. If you're not seeing significant growth and sales in the first six months, you're not alone. Rome wasn't built in a day.

7

Have Realistic Expectations

We hate to be the bearer of bad news, but you are not going to be an instant affiliate marketer millionaire. You need to accept and be OK with, that affiliate marketing will take a lot of time, work, consistency, competition, and effort to see success.

AFFILIATE MARKETING PLANNER

My Program

NAME OF MY AFFILIATE COMPANY/PROGRAM

/

AFFILIATE MARKETING PLATFORM

USERNAME / PASSWORD

MY NICHE

MY NICHE DESCRIBED IN 3 WORDS

MY VALUE PROP (HOW AM I DIFFERENT)

MY TOP COMPETITORS

My Customers

TARGET CUSTOMER GENDER

TARGET CUSTOMER YEARLY SALARY

TARGET CUSTOMER AGE RANGE

INTERESTS

AFFILIATE MARKETING PLANNER

My Success

HOW I DEFINE SUCCESS

THE DATA I'LL MEASURE:

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Sales | <input type="checkbox"/> Clicks | <input type="checkbox"/> Commissions |
| <input type="checkbox"/> Top Products | <input type="checkbox"/> Quantity Sold | <input type="checkbox"/> Shares |
| <input type="checkbox"/> Website Stats | <input type="checkbox"/> Social Stats | <input type="checkbox"/> Email Stats |

WHEN I'LL MEASURE DATA EACH WEEK / MONTH / QUARTER

My Marketing

MY AFFILIATE MARKETING HUB (WEBSITE, BLOG, INSTAGRAM, PINTEREST)

MY URL / SOCIAL HANDLE

WHERE I WILL MARKET:

- | | | |
|------------------------------------|----------------------------------|---------------------------------------|
| <input type="checkbox"/> Instagram | <input type="checkbox"/> YouTube | <input type="checkbox"/> Paid Ads |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Blog | <input type="checkbox"/> Guest Blogs |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Website | <input type="checkbox"/> Videos |
| <input type="checkbox"/> TikTok | <input type="checkbox"/> Email | <input type="checkbox"/> Partnerships |



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