

TITLE

Top 5 Marketing Channels for Affiliate Marketers

VIDEO DESCRIPTION

In this video, we review the top 5 online marketing channels that affiliate marketers can use to make money with their affiliate products and offers. This video reveals how you can potentially earn income from paid and unpaid sources online including from Quora, TikTok, Pinterest, Facebook groups, YouTube videos, Google Ads, Instagram influencers, native ads, and email marketing.

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About Us: Digistore24 helps you work less, and sell more - a german-built technology that allows you to sell your digital and physical products at mass scale. With our network of affiliates, custom offer flows and seamless onboarding experience.

Subscribe to the Digistore24 USA YouTube channel for affiliate marketing tutorials, online business and side hustle ideas, and how to potentially earn online!

SCRIPT

In this video I'm going to share with you the top five marketing channels that you can use to make money online with your affiliate offers.

My name is **[insert name]** and welcome to the Digistore24 YouTube channel.

Subscribe to the channel so that we can help you make money online, consistently with affiliate marketing.

With that being said, let's jump into our first marketing channel.

Our first marketing channel is what I call organic marketing.

These channels are free to use and drive traffic to your affiliate links organically by answering questions about your affiliate products.

The first source in this channel is Quora.

Quora is a question and answer website where people go to find information.

Quora is amazing because you can actually start to rank on Google via Quora within a couple of hours.

When you provide the best answer for a particular topic in Quora, your answer will rise to the top of Quora and therefore appear in the Google search results.

By using Quora's established website and rankings in Google, you can save yourself the time and hassle of creating, publishing, and maintaining a blog and fighting for first page rankings in the SERPs.

All you need to get started is to sign up for a free account, search for questions that people are asking related to your affiliate product, and provide the best answer you can.

Be sure to add your affiliate links to your profile and in the comments when appropriate.

The second source in this channel is faceless YouTube channels.

I know most people aren't comfortable when it comes to putting their face on camera, especially on YouTube where the whole world can see it.

Which is why I have a great workaround for you to use.

That workaround is to create whiteboard or b-roll videos.

You've probably seen these videos before where a whiteboard uses a magic marker to explain a topic or answer a question.

All you have to do is voice over the video.

No face required.

The best topics for these types of videos are to answer "how to" and "what is" questions that relate to the affiliate product you are offering.

To find the most relevant questions to answer, hop on over to Google and do a quick search about your product to see what kinds of questions people are asking.

Find the most popular ones and answer those in your videos.

Don't forget to link to your affiliate products inside your video as well as in your YouTube profile and in each video description.

These channels require very little time, money, and expertise to create and are a great starting point for anyone new to affiliate marketing.

Our next channel is one you're most likely familiar with, and that is social media.

Social media is all about building relationships, and when done the right way, can be a great channel for building an audience and creating offers to sell to them.

There are dozens of great social media channels to do this with and each one has their pros and cons, but today we'll focus on two.

The first social media platform is Pinterest.

Although it is a lesser known and used platform compared to some others in the industry, this is what makes it great for affiliate marketers.

It is not as saturated as Instagram or Twitter and is one of the easier search engines to rank in.

Let me explain.

The simplest way to get started on pinterest is to find a board related to your affiliate product and post two to three pins per day.

Two to three posts per day?

I know that sounds like a lot, which is why I'm going to share a little tip with you.

If you head on over to the design website Canva, you can sign up for a free account and use their premade Pinterest templates to quickly create a variety of high quality pins.

Just fill in the text and images with your own content and you're good to go.

Then jump back into Pinterest, upload the pin, add a title, some tags, a link to your offer, and that's it!

This whole process can be done in less than five minutes.

You can pin to your own landing page or affiliate offer or even directly to your own email capture form, which we'll talk about later.

The other reason Pinterest is great for affiliate marketers looking to make real passive income, is because Pinterest is a search engine.

Because it's a search engine, the content you post to Pinterest can continuously bring you traffic well into the future.

The second social media platform is Facebook.

The grand daddy of social media.

There's a reason Facebook is still the most used social media platform on the planet.

Because it works, especially for affiliate marketers.

Here's how you do it.

Facebook allows you to add up to 5,000 friends.

To find the right friends or audience for your affiliate products, join groups related to your niche or product and start sending friend requests to people from those groups.

Start to build relationships with these people by making relevant posts and by answering the questions they post about your niche in those groups.

Similar to what we talked about with Quora.

To learn more about how to successfully manage your Facebook group, check out our video right here called “5 Tips to Successfully Manage Your Social Media Community”. **[insert link to Digistore24 video “5 Tips to Successfully Manage Your Social Media Community”]**

The more helpful your answers are, the more people will see you as a leader in your niches.

Once you have those relationships built you can begin to sell to those people just like you would in any other marketing scenario.

This leads us right into our next channel.

Influencer marketing.

In order to be successful in online marketing, it is essential that you target the correct group of people.

What makes influencer marketing so appealing for affiliate marketers is that somebody else has already done all of the hard work and created a niche audience for you.

All you have to do is pay to talk to that audience, through that audience’s owner.

Instagram and TikTok are currently the two most popular social media channels to use for influencer marketing.

To be successful with influencer marketing you’ll need to find pages related to your niche or affiliate product that offer sponsored posts.

You’ll usually be able to find that information in the page description with a link to their application form or a request to direct message them for more information.

These posts usually cost between \$30 to \$50.

Once you’ve negotiated a fair price, you’ll need to create a simple landing page where you can send the traffic with links and information about your affiliate product.

If you end up making a profit from that post, you’ll know that their audience is interested and engaged with your product and you can continue to purchase more posts from those channels.

Not only is it a quick way to reach a large, targeted audience, but it’s a great way to build relationships within your niche.

Moving on to our next channel, paid advertising.

The first two channels we talked about can all be done without spending any money.

But if you're looking to scale your affiliate offer quickly, paid advertising is the way to go.

Google Ads, also known as pay per click advertising, is a great place to start because a lot of people on Google are searching with buyer intent.

By creating ads that are tailored directly to that purchase intent, it is easy to catch their attention, right at the top of the search page.

There are plenty of small niches with low competition for products and services on Google that affiliate marketers can take advantage of.

To be successful with Google Ads, all you need to do is craft a few lines of ad copy, choose your targeted keywords, and have a small budget ready to go.

Five dollars per day is enough to test for a couple of weeks to find out what is working.

And similar to influencer marketing, once you find an ad that is performing well, you can increase your budget and scale exponentially.

An almost identical process can be used with native ads.

Native ads are those thumbnail articles that you see at the bottom of most blog and news websites with content related to the page's topic.

Native ads are easy to set up and provide an almost endless amount of traffic for you to advertise to.

They look like links to other related articles, but in fact they are links to paid advertisements, many of which lead to affiliate products.

All you need to do is write creative headlines with a matching picture that reflects the topic and link the ad to your affiliate product's landing page.

Once you find a winning combination, you can scale that ad as much as you'd like.

That brings us to our fifth and final marketing channel.

Can you guess which one it is?

The final top marketing channel for affiliate marketing and arguably the most important is email marketing.

The reason email marketing is such an important marketing channel is because it is the one channel where you completely, 100% own your audience.

The email addresses that you capture through your marketing campaigns are yours to own and connect with however you'd like.

There are no third parties that can shut you down or delete your account.

Even if your current email service provider, otherwise known as ESPs, doesn't want to work with you anymore, you can simply export your list of contacts and move to another provider.

By capturing emails and building relationships with those leads you create the most valuable asset an affiliate marketer could have, your own audience.

Many email service providers offer free use of their software for the first 500 or so email addresses so you can get started right away.

You want to make sure you email your list often so that you stay top of mind and build a real relationship with your audience.

This also gives you more opportunities to sell your products to your list.

If you'd like to learn how to write great emails that your audience will love, check out our video right here called "How to write killer email copy that converts". **[insert link to Digistore24 video "How to write killer email copy that converts"]**

One of the many benefits of email marketing is that you can automate almost all of your email sequences.

Once you've written your emails, you can set up when a person will receive them, in what order, and over what time period.

This is how successful affiliate marketers archive true passive income with their affiliate offers.

And those are the top five affiliate marketing channels.

To recap we covered organic, social, influencer, paid, and finally email marketing.

Let me know in the comments which channel you are going to try and if you've used one of these channels before, which one was your favorite.

These are in my opinion the best online marketing channels to use to make money with affiliate marketing.

Now check out this video to learn how to use the Digistore24 Marketplace to find the best offers to promote as an affiliate. **[insert link to Digistore24 video “How to use the Digistore24 Marketplace]**

Thanks for watching the Digistore24 YouTube channel.

Subscribe below.

My name is **[insert name]** and I'll see you in the next video.