

AFFILIATE MARKETING 101

**We help people and animals live their best lives
using essential oils**

AGENDA

What we will cover...
if we have time!

- Why Affiliate Marketing?
 - Dashboard Walkthrough - what you need to know.
 - Affiliate Etiquette
 - Top 5 Ways Organic works for Affiliate Marketing
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WHY AFFILIATE MARKETING?

- Passive Income
- No customer support required (unless you want to.)
- Your own schedule, and your own location
- Cost-effective
- Convenient and flexible
- No product fulfillment
- You get to choose what you want to promote



DASHBOARD WALK THROUGH- WHAT YOU NEED TO KNOW

- How to login
- How to find your personal link & specific landing pages
- Where to find premade graphics (marketing materials)
- Where to find copy for email
- Where to find copy for social media posts
- Where to see lead lists (analytics)
- How to add leads manually (Level 2 only)
- Where to see commissions
- How to get paid (PayPal email)

AFFILIATE ETIQUETTE

- Don't forget to use Your Link when you share!
 - Use your own pretty link / URL if you are more advanced - more later
 - Bitly and Ow.ly can be helpful if you want a short link.
- Other affiliates are NOT competition
- Your referrals are NOT competition
- Support your referrals!
- The heart of this is to help reach new people (not in existing database) - do not spam your link in existing groups (or any group)
- Post on your own profile & pages, be creative, have fun!
- Go live on your profile & talk about takeaways or favorite quote of that day
- Do not use each other's links
- Be respectful and kind and compassionate

SOCIAL MEDIA "DO'S"

Increase engagement before promoting

Do talk about more than just offers

Post photos of yourself

Use FB background

Tell a story

Voice message DMs

SOCIAL MEDIA "DON'TS"

Put the link in the post (algorithms)

Do not copy and paste DM responses

CRUSH IT WITH AFFILIATE MARKETING
ORGANICALLY
(FOR FREE)

1. FOCUS ON THE SMALL YES

- Date before your Marry someone
- Helps be less “spammy”
- Make it RELATIONAL, not TRANSACTIONAL
- “Hey, click this link” vs. “Hey, can I ask you a quick question?” & Series of questions leading to...
- “Here’s the link - can you check to be sure the link works?”
- Small Yeses lead to Big Yeses

2. THE HAND RAISE

- Engagement post
- Starts a conversation
- Get comments, engagement and FB will show it to more people.
- Do not post the link
- Brainstorm - What are some examples of Hand Raise posts you could do specifically with the Free Dog Webinar in mind?

EXAMPLE ENGAGEMENT POSTS

I'm curious, who of my friends has a DOG?

Let's debate: dogs or cats? Ready, go!

Who lets their dog sleep in their bed? (asking for a "friend")

Puppy breath- heavenly or horrid?

Best dog training advice?

What food do you all give your dog?

What do you think is the hardest part of being a dog owner?

What's the #1 challenge you have RIGHT NOW that's related to your dog's health?

EXAMPLE CALL TO ACTION POST

Facebook background- I just registered for a webinar to help me be the best dog mom ever. Want the details on how to join me? Just say #dogmom below!

EXAMPLE VALUE POST

Top 3 things I've learned about essential oils for [animal name]

- Could be written or video
- Tell them, "if you want to find out where I learned this, post your favorite dog GIF below"

3. THE "NO LIMITS" AMPLIFIER

- Messaging Links to more than 15-25 people, you will get flagged and go to FB messenger jail.
- Change up the message, make it personal, have a conversation.
- Use Voice Memos app (iPhone) - Share via forwarding via VM to anyone! You can SAY your link in the Voice Message.
- Can use it to Drive Traffic (to your page) OR call to Action

4. DOCUMENT THE JOURNEY

- Watch the training - go live (or post) & talk about what you learned! & Invite people to the replay or Challenge
- Add a CTA (Call To Action) at the end
- Want to join me, if you think this is awesome too, shoot me a message, I can get you a link!
- YOUR experience, YOUR story matters!

5. GET AN EVERGREEN DOMAIN NAME (SUCH AS JANETROARK.COM)

- More advanced
- Affiliate Links can get flagged
- They are long and messy and not easy to say in a VM
- You can also use a link shortener - but can be hard to say
- GoDaddy, NameCheap, DreamHost, Domain.com, buydomains.com, etc.
- View domain settings > Manage DNS > Forwarding > Add Forwarding > paste your affiliate link
- You can always change the link depending on what you are promoting at any given time

3- STEP CHAT SEQUENCE

Chat with people who engage on the dog posts, or create a list of people who you know you want to invite

Curiosity and being nice

- It's so awesome to hear from you! How have you been?
- How are your animals doing these days?

Gain agreement

- I have this thing I'm participating in on using essential oils to solve everyday health challenges. And it's specific to dogs. Would you like the info? (If not, no big deal)

Offer

- Here are the details. Can you let me know if this link works?

ONCE THEY SIGN UP FOR THE WEBINAR - OPTIONAL

Continue with the Engagement and relationship with that person.

Did you do the webinar?

Did you learn anything?

Did you sign up for the challenge? I'm doing it!

If they didn't watch it, let them know it's available for 3 days and that you hope it's helpful for them!

Optional: Create your own community around the challenge & talk about daily topics in it to continue engagement & personal touch!

TAKEAWAYS?

QUESTIONS?