

## Sponsors:

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- Bathrooms
- Sign up to be a featured blogger



# CINCINNATI BLOGGERS MEETUP

## How to Monetize Your Blog with Affiliate Marketing

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# WHAT IS AFFILIATE MARKETING?

A marketing arrangement by which an online retailer pays a commission to an external website for traffic or sales generated from its referrals.



# AFFILIATE MARKETING FACTS

- Most common commission ranges are 7% - 10%
- Publisher uses a unique link generated by the network  
[https://www.mdcomplete.com/anti-aging-trio-kit.html?ranMID=42765&ranEAID=Dwoay%2FizINE&ranSiteID=Dwoay\\_i zINE-gfXor3hGgzkreT..bS.Lmw](https://www.mdcomplete.com/anti-aging-trio-kit.html?ranMID=42765&ranEAID=Dwoay%2FizINE&ranSiteID=Dwoay_i zINE-gfXor3hGgzkreT..bS.Lmw)
- Use bit.ly to shorten the link for publishing purposes.
- <https://bit.ly/2Jqqpm6>



# TWO WAYS TO BECOME AN AFFILIATE

Apply to a network, no cost to sign up

- Rakuten
- Share a sale
- Amazon Affiliates
- Google Affiliate Network

Direct apply with a company, which will be part of a network

- Ex. Paula's Choice



# WHO SHOULD BE AN AFFILIATE

## Bloggers

Use banner ads on the blog

Use affiliate links within the text of a blog post

## Podcasts/YouTubers

Announce sponsors and provide link in the descriptions

## Influencers

ex. Instagrammers can post link in profile



# WHY DO IT?

Side Hustle, extra money

Become an Influencer, potentially a thought leader

Become an expert in something you are interested in



# HOW TO START

Pick a Niche/Most common:

- Health
- Wealth
- Relationships
- Fashion/Beauty/Skincare

Find what you are passionate about... you are going to spend a LOT of time creating content for your blog.

Start with one subject, and expand to other subjects



# SET GOALS

Rome was not built in a day. Be realistic.

Decide how many posts you are going to do per week

How much money do you want to make

\* Find an accountability buddy for when you want to quit





# HOW TO DRIVE TRAFFIC

Use social media to drive traffic to your site

Make sure your blog is SEO compliant

Pinterest and YouTube are search engines

Find which social media outlets are best for you and your niche



# TOOLS

- Blog/Website

\* Become a reseller for your hosting company. You can expand to have more than one website, at a fraction of the cost

- Content Calendar
- Grammarly
- Business Checking Account



# RESOURCES

[FreedomInfluencer.com](http://FreedomInfluencer.com)

[ContentMarketingInstitute.com](http://ContentMarketingInstitute.com)

[FourHourWorkWeek.com](http://FourHourWorkWeek.com)

[DeadBeatUniversity.com](http://DeadBeatUniversity.com)

[CincinnatiBloggers.com](http://CincinnatiBloggers.com)



# THANK YOU FOR COMING

July 2018 Meeting:  
Podcasting

Join us at Firehouse Grille to continue the networking  
and conversation

