



How to Step Up Your Affiliate Marketing Strategy

WITH CHELSEA
CLARKE

ABOUT CHELSEA

Chelsea Clarke is a Content Monetization Strategist and the founder of entrepreneurship blog, podcast and school HerPaperRoute™. Through her work teaching marketing and business growth-hacking strategies, she has helped a community of 200,000+ entrepreneurs increase their financial fitness and make more paper.

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[00:00:07.060] - Liz Stapleton

As bloggers, we're always looking for ways to work less and earn more. I mean, the dream is to be making money while you sleep. Am I right? Well, with affiliate marketing, this dream can become a reality.

[00:00:16.390] - Liz Stapleton

Hi, I'm Liz Stapleton from Elizabethstapleton.com and host of the Blogger Breakthrough Summit. Welcome to the Blogger Breakthrough Summit Podcast. In today's episode, you're going to hear affiliate marketing tips from content monetization strategist, and two time Blogger Breakthrough Summit speaker, Chelsea Clarke that she shared during the 2021 Blogger Breakthrough Summit.

[00:00:34.180] - Liz Stapleton

Let's go ahead and get started.

[00:00:35.650] - Chealse Clarke

So now let's talk about how to make more affiliate sales. The first thing I want to mention is that if you can niche down, you will be way, way ahead, because when you niche down, you have a focus niche on your website. You talk about products that make sense with each other or a overhanging topic. You're just going to have a way easier time finding the ideal customers, that are interested in those types of products that you want to promote, if you can keep everything into one niche.

[00:01:09.550] - Chealse Clarke

And before you even choose a product, I would say start thinking about what your niche is. Think about a niche that you are passionate about, you have used, or at least you have some skill in that certain area because affiliate marketing works best when you choose one area to work in and you position yourself as an expert. If you try to sell anything and everything, this will not make people trust you and buy from you.

[00:01:34.180] - Chealse Clarke

So another thing to consider is, is there money to be made in that niche? While I'm an advocate for following your passions, if you're never going to make any money, you may need to think out of the box slightly. And an idea is to look into sub-niches. So if your passion is sharks, for example, there might not be a lot of money to make around that topic with affiliate marketing. But maybe you could look into promoting a digital marine biology course online or some tools that marine biologists might need.

[00:02:06.610] - Chealse Clarke

This is an extreme example, but hopefully you can see what I mean. But if you want to get into the most profitable niches, these are health, wealth and relationships, because everybody wants to be healthy, everybody wants to be wealthy, and everyone wants that great relationship. So you don't have to worry about these niches being saturated, as there is always going to be demand for products in these areas. Also, even as a beginner, you can make money up against marketers with big social media followings. You just need to create an irresistible offer.

[00:02:41.630] - Chealse Clarke

My next point is to promote what you know. So on that same note, with niching down and deciding about a niche that you want to work in, you should promote products that you really understand, you've used, you know, or you have done solid research on so that you can talk about from a honest perspective. When you talk about products that you really do know, it's a lot easier to write about and a lot easier to make sales with.

[00:03:11.740] - Chealse Clarke

And next, you should really get personal and showcase your authority, because authority is the thing that will really, really guide you and make your readers feel confident in you and trust you and trust your opinion so that they feel confident to open up their wallets to the brands that you are recommending.

[00:03:33.730] - Liz Stapleton

OK. Hopefully, this episode gave you some ideas on how to step up your affiliate marketing strategy, so you can start working less and earning more. To learn more awesome blogging strategies from Chelsea, head over to bloggerbreakthrough.com/podcastdeal to get access to all the 2021 Blogger Breakthrough Summit sessions. Be sure to join me next time when we dive into protecting your business and your products with a Terms of Use policy.