

DIGITAL MARKETING BEGINNERS GUIDE

Learn how ordinary people are making six-figures by promoting things that people already want to buy



ABOUT ME

Allow me to introduce myself, Hi, I'm Kelley! A wife and mom to two little babes (2yrs and 6 months). For the past 6 years I have been tied to a 9-5pm job that was unfulfilling. I was tired of constantly working for someone else who always expected more from me despite not having a raise in years.

I was feeling burnt out and with two small humans to send to daycare and medical bills as they were both born premature, my debt was climbing! I decided to get outside of my comfort zone and change my situation as it wasn't going to change itself. That's where my desire to learn Digital Marketing came to be.

I truly have never experienced freedom of time and finances quite like this. The fact that I set up a system in place ONE time and it runs with or without me, is the best feeling for anyone who wants to create PASSIVE income.

KELLEY WILSON

MY DIGITAL MOM

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01. WHY DIGITAL MARKETING

The Highest Paid Freelance Job

Forbes Magazine just announced that Digital Marketing (also known as affiliate marketing) is going to be one of the highest paid freelance jobs of 2023.

WHAT IS AFFILIATE MARKETING?

Affiliate marketing is when you promote another person's product in which you receive a commission for each visit, signup or sale you generate for a company. This is great for beginners because it has low start up costs, high return, and requires no experience! [This video will explain everything!](#)

ONE OF THE FASTEST GROWING INDUSTRIES

86% of companies have affiliate programs and use affiliate marketers to bring in 40% of their revenue! This is an 8 billion dollar industry that's continuing to grow!



The Easiest Way to Make Money Online - with affiliate marketing, you DON'T have to create a product or service, you don't need a team or employees, you don't have to deal with inventory or shipping anything and you don't have to deal with customer support or returns. The process itself is very simple.

02. CHOOSE A NICHE YOU'RE PASSIONATE ABOUT

Your niche choice can significantly impact your success and long-term profitability

WHAT IS A NICHE?

A niche is a specialized segment of a broader market. It's the specific topic, industry, or area that your affiliate marketing efforts will focus on. Choosing a niche narrows down your target audience and allows you to tailor your content and promotions to meet their needs and interests effectively.

HOW TO SELECT A NICHE?

Identify your interest or passion:

- What topics do you spend your free time researching or reading about?
- What are your favorite hobbies or pastimes?
- Do you have professional expertise in a particular field?

Evaluate Profitability:

- Market Demand
- Competition
- Affiliate Programs

VALIDATE YOUR NICHE

Once you've identified a niche that aligns with your interests and shows promise for profitability, it's time to validate it. Create a simple website or blog and start producing content related to your niche. Engage with potential readers and monitor their feedback. Use tools like Google Keyword Planner to research keywords and assess search volume in your niche.

03. CHOOSING YOUR AFFILIATE PARTNERS

1. This is where you will pick the products you'll market in your niche
2. When choosing companies to work with, it's easy to want to choose the big ones like Target, Amazon, Walmart, Etc. But you'd be surprised at how many affiliate programs are out there!
3. Something I do when I'm looking for products to promote is to think about my target audience. For example - if my niche is parenting, then maybe my target audience is new moms. Then, create a list of problems and needs that your target audience has. For new moms it may be breastfeeding, or sleep issues with baby. Then find products that solve that person's problem! For example, find products/courses that will help breastfeeding/sleep. The possibilities are endless!

THINGS TO LOOK FOR WHEN WORKING WITH COMPANIES

1. You want a company with both high ticket and low ticket items (lower in cost and higher in cost)
2. 30% commission or higher
3. Cookie duration of at least 30 days

04. APPLYING TO BE AN AFFILIATE + DRIVING TRAFFIC

One of the most asked questions is “How do I apply to be an affiliate?” The answer is so simple - Once you've identified suitable affiliate programs, you'll need to apply. Here's a general overview of the application process:

- Visit the Affiliate Program Website:. Navigate to their "Affiliates" or "Partner Program" section.
- Complete the Application: You may need to provide information about your website, traffic sources, and marketing methods.
- Wait for Approval: The affiliate program will review it. Approval times can vary, so be patient.
- Receive Affiliate Links: Upon approval, you'll receive unique affiliate tracking links that you can use to promote the merchant's products or services.

Pro Tip: if you cannot find an affiliate program you want to partner with, CREATE YOUR OWN DIGITAL PRODUCT.

Now on to the FUN part - Driving traffic. This is where you create content to promote the product and services in your niche.

You can drive traffic to your links a number of ways. You can create content on TikTok, Instagram, Facebook and Google Ads and that's a great way, too!

Traffic DOES NOT mean followers! You do not have to have a lot of followers to do this. You can create a simple TikTok that might reach millions of people.

05. THE FINAL LAUNCH INTO DIGITAL MARKETING

The steps on this page are optional, but if you want to make the most amount of money doing this, then I highly recommend taking these steps seriously

Step 1: Create a Sales Funnel

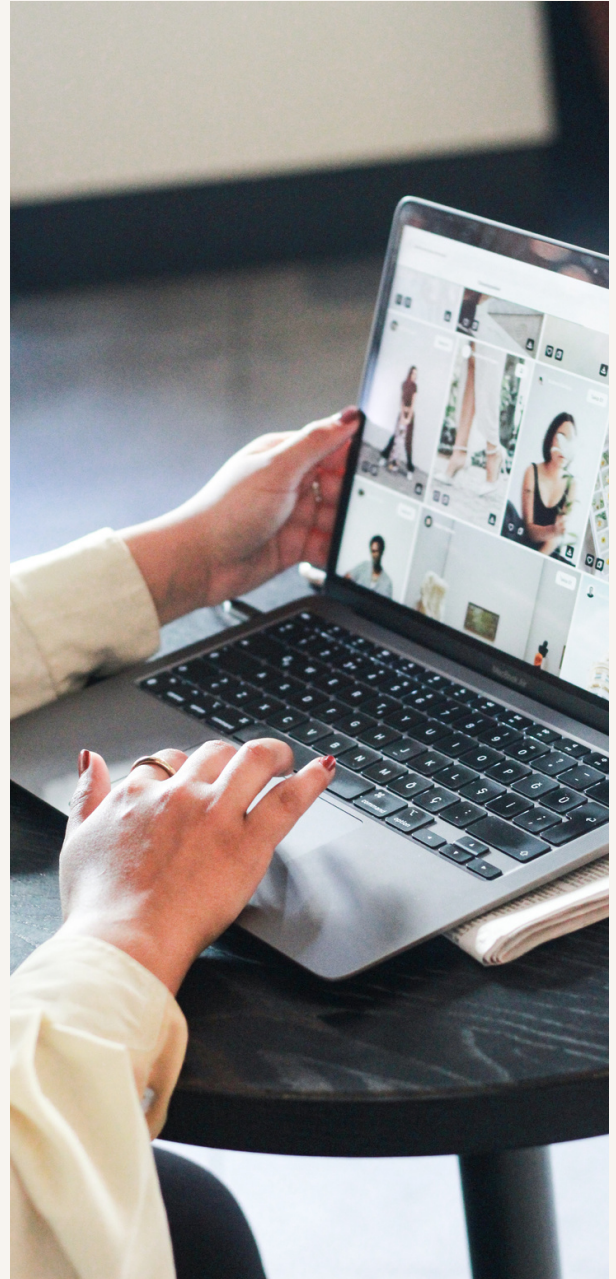
A sales funnel contains 2 pages that the consumer clicks on:

1. An opt-in page - this is a page that asks for the consumer's email address. This allows you as the affiliate to continue to send out emails that will follow up with the person and promote more products in that niche in the future.
2. A bridge page- this page is what introduces the customer to the product or service that they are looking for.

Step 2: Create an email autoresponder

This is what collects the emails from the "Opt-in" page and puts them into an automated system which follows up with the potential customers.

Research shows that people usually purchase a product either on their 5th time or 12th time of being exposed to the product (not the first), so having an automated email system allows you to continue to follow up with the customer to make the most amount of possible sales.



Now relax...and take it one step at a time

I know that was a lot of information and if you're like me you are feeling a bit overwhelmed. Learning a new skill can be daunting, but worth it! Just take it one step at a time.

Embarking on a journey into affiliate marketing is like setting sail into uncharted waters, and it's absolutely natural to feel hesitant when starting something new. However, I want to assure you that within this uncertainty lies an incredible opportunity for growth and success. Affiliate marketing offers you the chance to forge your own path, shape your destiny, and build a source of income that has the potential to be truly life-changing.

Mentorship Programs - I found that as I grew deeper into trying to create and learn everything on my own, I needed some guidance. After trying a couple, I decided to go with Socially. Socially is a Mentorship Group Community that is dedicated to helping online entrepreneurs and digital marketers thrive! I couldn't be happier with choosing this insightful group of people to collaborate and learn from. You can **check out Socially here!**

The course I linked below and the community that came along with it equipped me with the knowledge to move forward. If it wasn't for that I wouldn't be where I am now. Every affiliate marketer was once in your shoes, unsure and hesitant. But they took that first step, just like you're contemplating now. The beauty of affiliate marketing is that you don't need to reinvent the wheel. You can learn from the experiences of those who've walked this path before you.

Remember why you started in the first place, and let that motivation fuel your journey. Embrace the challenges, embrace the journey, and most importantly, believe in yourself. Your future as an affiliate marketer is waiting for you to seize it. Go ahead, take that first step, and watch your dreams transform into reality.

Trust me when I say, If I can do it, you can do it!

