



# How To Do Affiliate Marketing - Step by Step

## STEP 1: Create an online presence and niche.

Before promoting products, you must have a platform and create online content, such as social media posts and/or a blog. Selecting a niche allows you to focus on one specific market and better target your audience.



## STEP 2: Research how you stand out from your competitors.

This process will help you figure out what your competitors are doing and how you can stand out. It can also help you determine which products to promote and which niche to work with.

## STEP 3: Find the best platform.

Platforms such as websites and YouTube channels are ideal for growing an audience and promoting your brand. However, if you're looking to grow your business, you should consider using a variety of platforms.



## STEP 4: Discover which affiliate network gives you the most returns.

Assess these factors before choosing an affiliate network: cookie duration, competition, the network and the merchant's reputation, brand alignment, fees, and the level of support.

## STEP 5: Decide on what to promote.

The products you choose must align with your brand and values. Promoting a product you're already using and one you would highly recommend to others is best if you're just starting.



## STEP 6: Optimize your site's content.

When you create valuable and informative content, you help your audience and position yourself as an authority in your field. High-quality content can help you rank higher on search engine results pages (SERPs). The more traffic you get, the more chances you have of making a sale.

# Simple Affiliate Marketing Guide For Students

**Rachel Sandford**



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