

# The SMART(ER) MARKETING

# NEWS LETTER

Issue 152

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# Social Media Users Want 6 Things from You

A global study by Mindshare and Snapchat found that social media users have six main "need states" they want to fulfill:

- Exploring (22%): Openness to new experiences and discovering new places
- Learning (16%): Finding happiness in expanding knowledge
- Progression (15%): Desire to build your future and move up in the world
- Joy (19%): Specifically looking for fun, upbeat moments and experiences
- Hanging Out/Time Waste (15%): Passing the time in their day-to-day lives
- Connection (13%): Using social technology to share their lives with family and friends

MindShare's Terence Scroope suggests that tailoring media strategies to match each platform's unique 'need states' can help create programs that really connect with different audiences and have a meaningful impact in various markets.

The study found that these need states vary in different places, showing how each region's culture plays a role. For example, in the UK and the US, people mostly use social media to have fun, while in countries like India, it's seen as a way to make progress.

In Turkey, the Netherlands, and France, people focus more on exploring and learning. In Germany, many see social media as a tool for changing opinions.

When looking at different age groups, the research found that 24% of Gen Z values Progression the most—more than any other need state. On the other hand, only 4% of the oldest generation (ages 78-98) finds Progression important to them.

Interestingly, the desire for Connection and Joy increases with age. However, the wishes for Learning, Exploring, and Hanging Out stay pretty much the same across generations.

<https://www.mediapost.com/publications/article/391153/mindshare-snapchat-study-need-states-of-social.html>



# RESOURCES AND NEWS

## Instagram Stories That Last 7 Days

Instagram is working on a new feature called 'my week' to let users have their stories up for 7 days.

Instagram is actively developing a range of innovative features aimed at enhancing the overall user experience. Among these upcoming additions are various generative AI features and the integration of direct camera access on the lock screen for the forthcoming Galaxy S24 series. However, a notable feature in the pipeline is the "My Week" functionality, designed to extend the duration of your stories to an entire week.

The "My Week" feature enables users to share their stories with followers for a week, offering a convenient way to ensure prolonged visibility. Notably, "My Week" allows users to selectively remove or discreetly add stories to the designated week-long duration, providing greater control over their shared content.

<https://wccftech.com/instagram-is-working-on-a-new-feature-called-my-week-to-let-users-have-their-stories-up-for-7-days/>



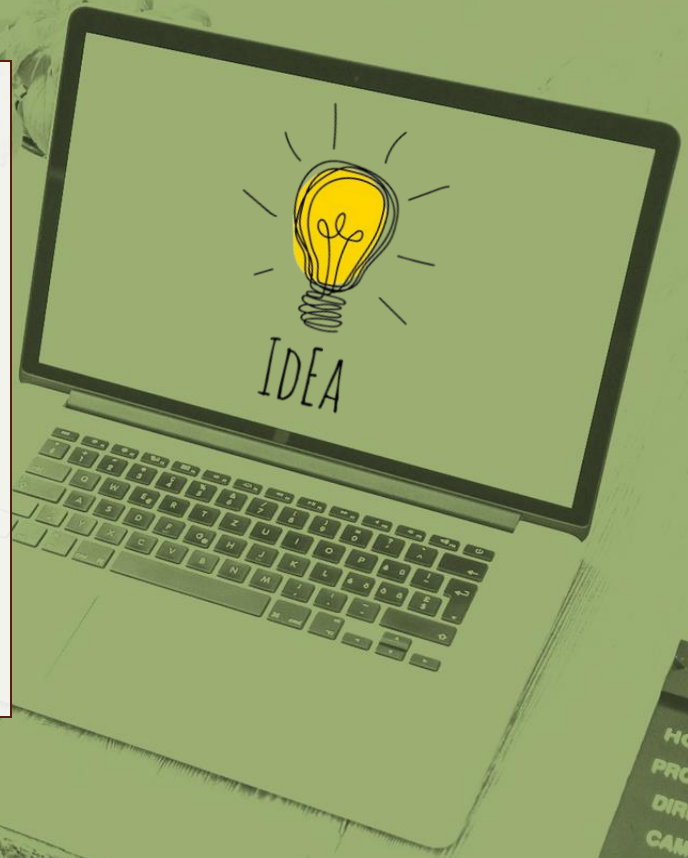
## Billboard Advertising: 43 Traffic-Stopping Examples

Stuck for creative marketing ideas? Want to see what other businesses are doing?

Or maybe you just want to waste a highly enjoyable 5 minutes.

If so, check this out. And while you're there, see if you agree that #18 is the best:

<https://www.creativebloq.com/design/billboard-advertising-1131681>



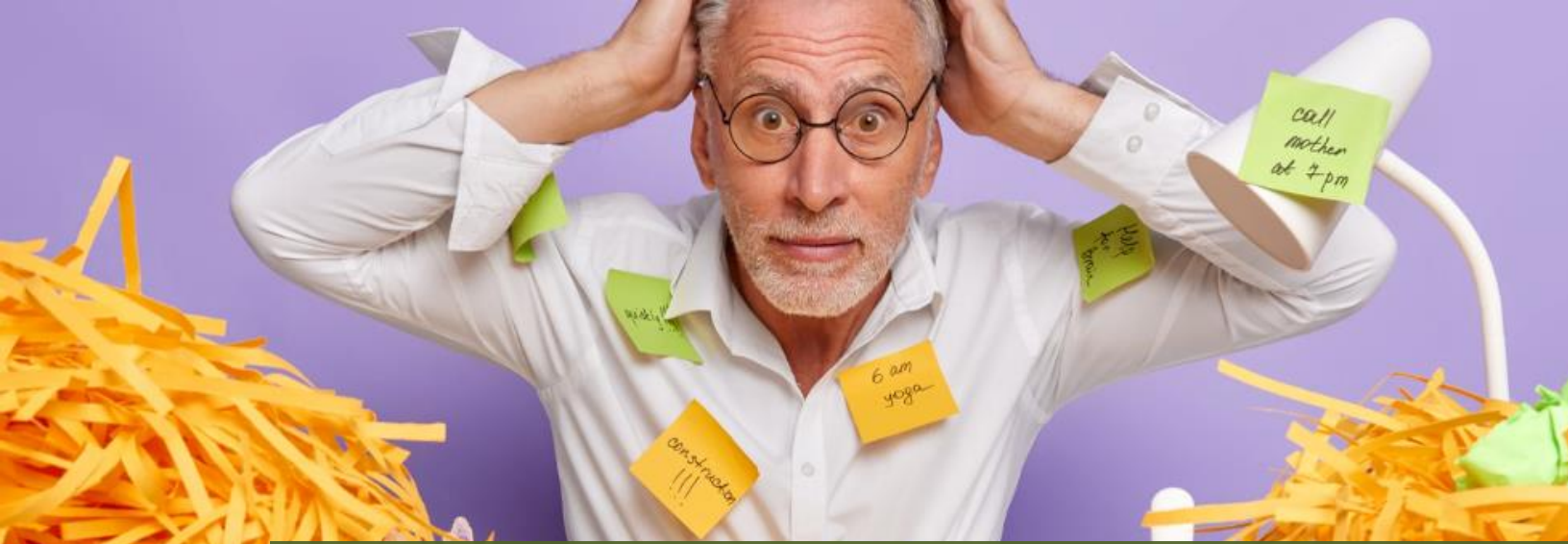
## X Begins AI Grok Rollout

On November 4, Elon Musk, the owner of X, introduced his new AI chatbot called Grok. It's supposed to be a witty alternative to ChatGPT, inspired by Douglas Adams' book *The Hitchhiker's Guide to the Galaxy*. However, critics have pointed out that Grok doesn't really capture the characters and humor that made Adams' book so popular.

Despite this, Grok is unique for a few reasons. It thrives on constant satire and humor, inviting users to enjoy its playful nature. It's also open to answering bold and controversial questions that many other AI systems would reject. This feature has helped Grok gain widespread attention.

Just a heads up before you use it: Grok has real-time access to posts on X and uses standard training datasets. This means its responses are based on the content of a platform that has been criticized for allowing hate speech and having poor moderation since Musk took over last year.

<https://theconversation.com/grok-is-elon-musks-new-sassy-foul-mouthed-ai-but-who-exactly-is-it-made-for-217284>



## Drunk Driving and Multi-Tasking

Are you one of those gifted people who can talk on the phone while checking email and simultaneously making lunch for your kids?

Probably not.

We only think we are successfully multi-tasking because our brains are lying to us.

Look at it this way – drunk people think their driving is fine. They have no idea they ran a red light, nearly hit a pedestrian and drove into oncoming traffic six times in the last minute. That’s why when the policeman pulls them over, they’re belligerent. “Whatshoo talking bout, Occifer?! I’m drive fine chew got nuthin bterr to do than harass me! Why you pull me over I dun nothin lemme call my lawdudeguy he’ll sue you bad,” as they talk into a wet wipe.

Seriously, I just saw body cam footage of a woman driver who was so drunk, she thought a wet wipe was a cellphone even after the officer pointed out that it wasn’t.

And believe it or not, multi-tasking is the desk equivalent of drunk driving.

Doing more at one time is the best way to do a lot poorly. Our brains simply cannot handle it. We’ve got a finite amount of brain power, and flipping between tasks drains this power faster than you think.

Your working memory can only hold a few bits of info at a time. Don’t believe me? Quick, read this number sequence and then repeat it out loud a minute from now without looking back at it: 937461094657

That’s only 12 bits of data, and you’re even familiar with all of those symbols. Yet remembering it along with checking email or making a phone call isn’t going to end well.

When you attempt to multi-task, you don’t save time, your mistakes go up, you burn through your brain energy faster, you strain your working memory, and your focus is shot to heck.

Do you want to get more done in less time? Then do one thing at a time. I know this sounds counterintuitive, but our brains try to fool us into thinking we are good at things we stink at...

Like driving drunk.





## This Mistake Cost Roughly \$1,500,000 In Profit

Here's a mini-case study from a self-described 'absolute idiot.'

In 2020 Stanley Tussy started an ecommerce brand with great success. Covid helped the business to gain traction and in the first-year revenues were nearly \$2 million.

Stanley says that's when he got lazy and complacent.

Thanks to the pandemic, ads were cheap, and he was happy to generate 100% of his revenue and sales through paid ads.

But when things went back to normal after Covid, ad costs rose, and his business experienced a massive decrease in profit.

The one thing he neglected was as he says, *"The most BASIC and FUNDAMENTAL thing for every business,"* – sending out emails.

He had an audience and customer base that he built through paid ads, and yet because of his complacency he did not send out a SINGLE promotional email until 2023.

Emails were something he thought he would do later once he'd grown the business more.

Now emails account for 35% of his revenue and net 70% of his sales. He could operate at break even or even at a loss acquiring new leads and customers because his email revenue will more than make up for that. He says, *"I'm basically just printing money at this point, and my open rate, click rate, and placed order rate are going up with each new campaign I send out."*

And his emails are simple: A logo, a simple image with a promo code using a Canva template, 4-5 lines of text talking about the promo and how subscribers will miss out if they don't grab it.

He spends more time creating the subject line than the email itself and uses a swipe file to create a subject line that will work.

The money he's lost is an estimate based on last year's revenue, and just thinking about it makes him feel ill.

Stanely says, *"At the end of the day, success in ecommerce or in any industry, in my opinion, is really just about the fundamentals. You need to put in the groundwork by first creating or branding a product that fulfills a need/want in your niche, promote the hell out of it through paid ads/posts, and then cultivate a relationship with the audiences you've built through these channels."*

The one takeaway he wants everyone to remember is to not make the same mistake he made and neglect promotional emails. He says if he were starting over, he would be sending emails from Day 1 and promoting his product on social media as well.

## Use Pinterest to Reach an Affluent Market

A multi-market survey conducted by PA Consulting reported that 482 million monthly users use Pinterest to plan their next projects where consumer brands enhance a positive experience rather than collide with toxic content found on so many other sites.

The data revealed that three of every five luxury shoppers use Pinterest to research and be inspired when shopping for luxury brands and products. PA Consulting's survey found a third of luxury shoppers on Pinterest also have annual incomes exceeding USD \$100,000 and are 35% more likely to crack the six-figure mark than luxury shoppers on other platforms.

<https://www.mediaweek.com.au/study-reveals-pinterest-is-go-to-platform-for-luxury-consumers/>



## Users Can Purchase Amazon Products Directly from Snapchat, Facebook Ads

Amazon, Facebook and Snap have teamed up to make it possible for people to buy Amazon products directly through ads on Snapchat and Facebook. This means that when you see an Amazon ad on Snapchat, you can view real-time prices, delivery estimates, product details, and check if it's eligible for Amazon Prime.

To make a purchase, users can connect their Facebook or Snapchat account to their Amazon account with a one-time setup. After linking the accounts, users can buy the advertised products from Amazon without leaving Snapchat. This feature is available for certain products advertised on Snapchat and Facebook and sold either by Amazon or independent sellers on Amazon's platform.

<https://techcrunch.com/2023/11/14/amazon-strikes-deal-snap-let-users-buy-products-ads-snapchat/amp/>



# YouTube Case Study: One Million Subscribers in 6 Months



*In 6 months, Matthew Beam went from YouTube unknown to gaining over a million subscribers, thanks to changes he made to his channel.*

Even though Matthew created YouTube videos for two years, his channel was stagnant and never got many views or subscribers.

Then one day he tweeted that he was going to, ‘change YouTube forever.’ That’s a pretty bold claim for someone who previously couldn’t score more than a few hundred views per video, but Matthew had a new strategy that he was about to employ.

Matthew has discovered how to make his videos go viral nearly every single time he uploads. Here’s what he does:

## **Trend Jacking**

What do many of the most popular YouTube videos have in common? They use trends or other popular YouTubers as topics for their videos. In theory, this might be the perfect strategy to grow a channel if you don’t already have a following. You make a video of something or someone with an audience, effectively borrowing that audience and bringing them onto your channel.

There is a problem with this, though. It doesn’t work as well as it once did because there’s a lot of competition, plus the YouTube algorithm has changed over the years. Placing someone’s name in your title might not be enough to make your video blow up.

But Matthew Beam has managed to invent trend jacking 2.0. First, he knows his viewer and targets his videos exclusively for that viewer. In this case, it’s a young male audience. Then he makes his trend jacking video a collaboration between himself and the person whose audience he wants to hijack.

Collaboration is an exchange of value. If you don’t have a large audience to share, then you’ve got to find something else that gives free promotion to the other person’s business.

For example, in one video Matthew has a giant chocolate bar made for another YouTuber, Mr. Beast, who had just released his own line of normal sized chocolate bars. Mr. Beast appears in the video to receive the chocolate bar, and Matthew quickly got 8 million views.





### Timing is Crucial

The chocolate bar video was released 3 days after Mr. Beast's chocolate bar was announced. Another example: 5 days before the Spider-Man movie was released, Matthew made a video where he hired 50 Spidermen and he got 15 million views.

To effectively ride a trend, you can either jump on just before the trend takes off or at its peak. This means paying attention to what's going to happen and taking quick action before it's too late to capitalize on it.

But in most cases trend jacking isn't enough. To get YouTube's algorithm recommending your video, you've got to hold the viewer's attention. On average, YouTubers lose about 40% of viewers in the first 30 seconds. Every second of your video needs to hold the viewer's attention to keep them from clicking away.

How do you achieve this? The first step is a great intro. 20 seconds of boring theme music won't cut it, nor will a rambling message that goes nowhere slowly.

**Here's the 3-point intro formula Matthew uses in almost all of his videos:**

1. Start with one line that explains the video concept. Think of this as your attention-grabbing headline.
2. Give a personal story, such as: "I've always dreamed of doing this crazy thing since I was a child." Or, "After years of struggling, here's how I finally broke through and made it happen."
3. Create an adversary. It could be something as simple as a hard deadline, someone telling you that you can't achieve your goal, a jerk who is trying to stop you, or whatever. There has to be a bad guy of some sort that your hero is up against. This creates tension and purpose from the very beginning.

You can multiply the tension by adding more comments from people who say it can't be done, it's too expensive, are you sure you want to do this, etc. These are quick one-liners and can be as simple as your friends or family chiming in to suggest this thing you're about to do can't or shouldn't be done. "This is gonna take weeks and your deadline is 7 days away. Are you sure you wanna do this?"

These can be the same thoughts the viewer has, reminding the audience of how big the stakes are. It keeps the audience engaged by using other people's reactions to build out the story.

### Show the Setbacks

Next, you might add in someone mishaps, mistakes, and things that go wrong throughout the video. You're trying to make this thing happen, but it's not smooth sailing. There are problems. You may not succeed.

Matthew shows something going wrong every minute or two in his videos. This creates even more tension because the viewer doesn't know if he'll be successful.



### **Ramp Up the Pace**

Matthew shows how frantically he and his team are working to get his latest challenge done. “We’ve been painting for three hours, and so far, we’ve only done 10 boxes, and we still haven’t put the stencil on.”

Even if in real life you can do something at a leisurely pace, you don’t want it to look that way in your video. Your back is against the wall, the deadline is looming, people say you can’t do it, things are going wrong... feel the tension? Your viewer is riveted to their screen.

Use fast-paced editing. Matthew does a cut every second or two, switching between cameras, aerial shots, action and voiceovers. The video is never allowed to get boring.

There’s non-stop action and the viewer can’t take their eyes off of it.

### **Thumbnails Are Everything**

In copywriting they tell you that your sales page is only as good as your headline. If your reader isn’t grabbed by your headline, you’ve lost them. Thumbnails are the same. If your viewer doesn’t get sucked in by your thumbnail, they will never click on it and watch your video.

Your thumbnail is competing with every other thumbnail on the page. It has got to stand out, stand apart and be intriguing enough for people to want to immediately click on it.

When creating his thumbnail style, Matthew looked at the thumbnails of super successful videos with millions of views in his niche. He didn’t copy them, but he did borrow the concepts. The key is to take what works and adapt it into your own style.

If you’re just starting out on YouTube and no one knows you yet, then the dominant subject in the thumbnail shouldn’t be your face. Keep the focus on the subject or the celebrity the video is about.

In his thumbnails, Matthew gives some sort of action, such as appearing to run away from a stationary object. It creates interest. Keep in mind that a great thumbnail portrays the story of the video.

Use vibrant colors in your thumbnail to stop people from scrolling by. Keep the thumbnails simple and uncluttered, too. If possible, show something extreme.

You might use Canva to create your thumbnails. Always be noticing the thumbnails of super successful videos and taking notes on why they work. And when you hit upon a style that works, continue to use that same style for continuity.

Going viral is as much a science as it is luck. Follow these steps for your next videos and I can almost guarantee you’ll get far more views and subscribers than ever before.





# Are You Making This Influencer Marketing Mistake?

You decide to start using social media influencers in your marketing to broaden your appeal and reach a new audience. Cheers for you!

But then you make the biggest bone-headed mistake ever, causing confusion, mistakes, loss of reputation, money... heck, in extreme cases this could cost you your business.

What's the mistake?

***Not getting a written agreement with each of your influencers that outlines exactly what you expect from them, what they are allowed to do and say, and even what it is that you explicitly do NOT want them to say.***

You and the influencer might be friends. You think they'll know what you want, so there's no need to hammer things out. After all, they know what they're doing... right?

But even with the best of intentions, misunderstandings can happen, details are overlooked, things are done or said that never should have happened and now there's a firestorm of angry customers who just discovered something about you (true or not, doesn't matter) that they don't like.

Safeguarding your business means getting a written agreement before channeling your funds into an influencer marketing campaign. With a written agreement, there are no questions of what should be said or done. Misunderstandings are few and you get what you want, rather than a jarring surprise that has you putting out social media fires at 2a.m.

Here are the key components to an influencer agreement. It's up to you how many of these you use in your business:

## **Deliverables**

**Content Type** - Clearly outline the specific type of content you expect from the influencer, whether it's an Instagram story, a blog post, or other formats. This helps in setting clear expectations and ensures that both parties are on the same page.

**Go-live Dates** - Nail down the exact dates when the influencer is supposed to publish or share the content. This adds a time element to the agreement, allowing you to plan and coordinate other aspects of your marketing strategy.

**Platforms** - Clearly mention the platforms where the content will be shared. Whether it's Instagram, YouTube, or any other social media platform, defining this upfront prevents misunderstandings later on.

**Hashtag Guide** - Establish a clear guide for the use of hashtags. This not only ensures consistency in branding but also aids in tracking the performance of the campaign across social media platforms.

**Specific Features or Callouts** - Highlight any specific features or callouts you want the influencer to include in the content. This could be product features, promotions, or key messages that align with your marketing goals.





## **Brand Objectives**

**Collaboration Goals** - Outline the core goals of the collaboration. Whether it's increasing brand awareness, driving sales, or promoting a specific product, clearly define the overarching objectives.

**Performance Metrics** - Detail the key performance metrics that will be used to measure the success of the campaign. This could include metrics such as engagement rates, click-through rates, or conversion rates, depending on your goals.

## **Payment Terms**

**Payment Timeline** - Decide on a payment timeline. Clearly state whether the influencer will be paid upfront, in milestones, or after the completion of the campaign. This helps manage expectations and ensures a smooth financial transaction.

**Performance Bonuses** - If applicable, set out any performance bonuses based on specific achievements or milestones. This incentivizes the influencer to actively contribute to the success of the campaign. I HIGHLY recommend using performance bonuses.

**Currency** - Mention the currency in which payments will be made if influencers are from different parts of the world.

## **Usage Rights**

**Content Ownership** - Clarify whether you are licensing the content for a specific period or if you will own the rights to the content. This is crucial for future use and repurposing of the influencer's content (Hint hint).

**Copyright Issues** - Decide who will handle copyright issues if they arise. This ensures a clear process for addressing any legal concerns related to the content created by the influencer.

## **Guidelines**

**Brand Specifics** - Lay out any specific guidelines regarding how your brand should be represented. This could include color schemes, logo usage, and other brand-related elements to maintain a cohesive brand image.

**Off-limits Topics** - Clearly list any topics or themes that are off-limits. This prevents the influencer from creating content that might be inconsistent with your brand values or messaging. For some brands this is CRUCIAL...you know who you are.

## **Data Insights**

**Post-campaign Metrics** - Define the specific metrics you will need post-campaign to evaluate its success. This could include data on reach, engagement, conversion rates, and other relevant analytics.

**Reporting Deadline** - Set a deadline for the influencer to report these insights. This ensures that you receive the necessary data in a timely manner for analysis and reporting.

## **Legal Obligations**

**FTC Guidelines** - Remind the influencer of the legal obligations. For example, if you are based in the US, mention compliance with Federal Trade Commission (FTC) guidelines regarding disclosure and transparency in influencer marketing.

I know this is a LOT. But much of it can become your boilerplate, whereby you simply pull up the same form you always use and change a few specifics for each campaign.

By addressing each of these aspects in your influencer contract, you create a comprehensive and transparent agreement that minimizes the risk of misunderstandings and sets the stage for a successful collaboration.



# Kevin Polley

## Interview



### Editor:

Today I'm excited to chat with a remarkable entrepreneur and innovator in digital marketing. Kevin Polley is the man behind ARP Reach, a powerful email marketing tool. ARP Reach has been pivotal for many leading names in internet marketing, offering advanced functionality that rivals even some of the highest level subscription-based autoresponder services. Kevin is also the visionary behind V2 Movement. We'll find out more about that, but this really underlines his commitment to providing top-notch digital solutions. He's also the founder of Mutual Advantage, a marketing firm which showcases his expertise in various aspects of online business and digital marketing, so let's delve into Kevin's journey and discover the innovative approaches and strategies that he has employed to stay at the forefront of the digital marketing world. Kevin, welcome.

### Kevin Polley:

Well, hello. Whatever time it is, wherever you are, thanks for listening.

### Editor:

Well, it's good to have you with us, Kevin. Now, I guess we should start with asking if you can just share a little bit about your background and what initially inspired you to venture into this crazy world of digital marketing and online business.

### Kevin Polley:

I think the best answer for that is I needed to make money because I'm totally unemployable. I started off in 1999 on this online journey, and that was when the internet was in its infancy and I bought my first domain name and at that time we didn't have WordPress or anything, so I went and took the time to learn how to write HTML. And I put this page up and I suddenly realised that, well, how do people find this page that I've created? There's more to this story, so I've got a page that was trying to sell, I think it was gardening services at the time, and I just realised no one's going to find me. And that led me into the rest of the journey, which has involved becoming an SEO expert using schema.org, creating the UK module for one of the original open source shopping carts, creating a hosting company, getting involved in data transit. Literally from 1999 to now, it's been one roller coaster of a ride, and I'm just glad to be here.





**Editor:**

I can imagine. It all started with your green fingers, is that right?

**Kevin Polley:**

Exactly, yep.

**Editor:**

Got a lot to answer for those green fingers. When was this and what were you doing prior to that? Did you have a job? I know you said you're unemployable, but before that, what were you doing before that?

**Kevin Polley:**

I'm also a coded welder, so from an early age I never used to like getting up in the morning for school, and it became problematic when employers wanted me to turn up at a set time in the morning, and at the age of 17, 18, I never drunk, never ever drunk when I was younger than that, but with the hangover at 8:00 in the morning, it wasn't good. And I suppose my story could go back to when I was 11 and I realised that mum and dad weren't giving me enough pocket money, and my uncle turned around to me and he said, "Well, why don't you start a little part-time job?" And that was the gardening. And if you're that young, there's not many of the older generation that don't need a helping hand, and I tried to be polite, I tried to do a good job and they paid me.

And then I got a job in an off licence, and from there, the owner of that off licence, he taught me about working to lists and planning what I was going to do, making sure the customer was happy, so I always had that entrepreneurial streak and it was always based on if I need something or I want something, I have to be responsible for making my way in the world. What was the point of being paid a pound an hour if I was working for someone back then when I could get five pounds an hour by working for the older people helping them, and they were happy to pay me for that?

Then I became a DJ when I was 16, and as a DJ it brought together all of my passions at the time, which were music, drinking and women. And the money that a DJ on the circuit was working as an hourly rate was phenomenal, and it just made me realise again that having that freedom and the flexibility to manage your own life, manage your own time, set your own value, it would be the definition, the defining moment for me.





And since then, all of the skills that I've learned, the different businesses that I've started up, not just internet publishing businesses, printing businesses, it was that I've got to start something up to make a little bit more money or give myself a little bit more time so that I can spend more time playing music or spend more time on holiday or something like that.

**Editor:**

What came first in terms of your online endeavours?

**Kevin Polley:**

The first major thing in my online endeavours was the UK module for Zen Cart. Back then the internet was a new thing, people were being told, "If you're not on the internet, your business will suffer." And in the 1990s we had a nine, six ort modem, there was none of this face-to-face and video. Web pages were words, you couldn't even get pictures on them back then, so there's been this whole technology. And when you wanted to have a webpage, you then needed to find a way to sell it, and that was Zen Cart back then, which was an open source shopping cart. And the problem was that the developers were all American, so if I wanted to sell a batch of leaflets or something like that, the states in the dropdown for the order form were all American and there was no UK module, and I realised that actually there's a bit of an opportunity here.

I went in and I contacted the post office, got their first list of counties, and then Royal Mail, their list of drop zones, and I hacked, quite literally... I wasn't a coder then, I'm not a brilliant coder now, I'm a hacker, and that doesn't mean that I'm like Anonymous and I'm going to be getting into your bank account, it just means that I take a little bit of code that's here and a little bit of code that's there, find a little bit of knowledge and make something work to do what I needed it to do. My first step was the UK shopping cart for Zen Cart, and that allowed a couple of thousand people back then to set up their shops and distribute their products around the UK.

**Editor:**

It was one of those systems that just took the internet by storm as well, because it allowed people finally to make sales online. Then after that, you moved more into software development yourself, is that correct?

**Kevin Polley:**

From then I used the software development skills that I picked up, hacking PHP, MySQL together to make a module for Zen Cart. I then realised that the next problem in my journey was going to be how do you get found in the search engines? You've now got a website, you've got your shopping cart platform, you've got a way of distributing the goods, but who and how are people going to find the product you are serving or selling in this big online web? I got into SEO at that point.



*Here Is The Link To Listen/Watch The Full Interview!*





Most marketers know you need to first choose a niche, know in advance how you're going to monetize the niche and THEN start making content.

But what if someone does it backwards by first building a large following and then trying to figure out how they're going to monetize that following?

That's what u/ooiie asked on Reddit the other day. Their post begins with this:

My wife has built a pretty cool TikTok account up to 250K followers. A handful of her videos have 10M+ views while many others are in the 1-9M range.

It's Harry Potter edits. She does all kinds of editing from movies and games.

#### ***How can we monetize this?***

They also mention the account is completely faceless and that they've tried unsuccessfully to sell merchandise.

How would you answer this question?

Over a hundred marketers weighed in. I'll save my favorite answers for last, but first let's list some of the more common answers...

- Sell the account for money
- Organically integrate merch into HP clips. For example, Harry getting a sweater or t-shirt
- Use call to actions in the captions, comments or in the video itself
- Livestream on TikTok doing live edits and people will donate
- Promote products through rollouts and effective marketing
- Add an eBay store using products from AliExpress
- Start creating new content with your face, talking about different topics, theories, thoughts, etc. about the Harry Potter series
- Add a Patreon account with exclusive content
- Get sponsors and place ads
- Make longer form content and post on YouTube
- Reach out to SaaS companies who have editing tools and see if you can get sponsorships through them
- Offer your own custom edits through services like Fiverr and Upwork
- Ask for \$1 donations from every follower
- Omnichannel over to OnlyFans and keep the theme working for your revenue
- Create a paid info community
- Offer a channel evaluation service
- Offer to teach others how to create these videos, scripting, growing the channel, etc. in a course or a one-on-one mentorship
- Feature magic academy fantasy novels with quick book reviews because this is a good audience for it, booktok is huge and lots of authors would pay for the exposure

# How To Monetize 250K Followers



Several Redditors volunteered to buy her TikTok account or hire her to help them do their social media, while others suggested she beware of copyright infringement.

ggn0r3 gave a popular answer on how to monetize the channel:

*"How I use the Harry Potter Method to build TikTok accounts to 250K followers starting from scratch without having to show my face or doing cringey dances for views"*

*Buy full course: \$997*

SwimOld5053 added:

*Sure, but I can sell you a course about how to actually make your own course of your Harry Potter tik tok building secrets.*

And then perhaps a course on how to take a course on how to build a course... This is true Reddit thinking.

ItsRellzBeats offers lots of suggestions:

*Maybe do more intricate longer videos with a face behind it on YouTube to monetize some of the crowd over there without having to affect your current viewers.*

*Ideas -*

*Character Development Review / Review about the sets / Character history and family line / Favourite Film / Character/ Scene and why / On set footage review / Interesting facts regarding filming / Interesting facts about the actors /*

*As someone else said this is definitely a bloated market but if you can get people wanting to watch you or your wife and attach to the face behind the content then I'd definitely be way more easier to monetise on YouTube. You can also upsell during these videos or get better sponsors.*

lIketodrive\*\*\*\*s offered perhaps the most unusual idea:

*F\*\*\* every answer here.*

*High ticket retreats.*

*I can make you \$100,000 profit in a weekend. I'm an event marketer and I have done this 10 times in a row for a concert hall and I believe that I can do this for you with just a few posts. 30 tickets to an aspirational retreat at \$4,000 with a 70% gross profit margin. I'll do it for free for you for the first one if you give me a testimonial. You could easily do this 4x/year. Like... in Wales, at a castle, everyone dressed up... sh\*\* would be fire. We could do a whole Harry Potter game in the castle like a mystery. Send me a Dm*

Good answer, but again the question of legal rights may come into play.

tipit\_smiley\_tiger has something interesting to say:

*There is a ratio for monetizing:*

*For every 3 contents you give to the consumer, you can do 1 ask to the audience.*

*So, it's okay to monetize if you follow this ratio.*

Not sure if this means to have a call to action in every third video, or to have a separate video for the ask. Also, I'd love to know why they think 3:1 is the magical ratio for every niche.





Corriedotdev has the right idea:

*Look at Harry Potter YouTubers and see what they are marketing to make revenue. Copy pasta their recipe.*

It's always good advice to find out what's already working for others.

Whynotthebest writes:

*Your best bet is to use your content/account as proof that you can create content, edit videos, run social, create and market merch, etc. I would not expect the THING you created to be the money maker, but the evidence that you know how to create/mange THINGS.*

This is great if she wants to be a freelancer or land a job.

OptimisticByChoice makes a good point. Emphasis is mine:

*Perhaps plug the merch in a quick second after the video.*

*Perhaps find a partner to shout things out in exchange for \$\$*

*Don't be afraid of alienating the audience. Lose 50,000 followers but the remainder become an income stream! That's cool.*

Nearby\_Orange6578 offered stellar advice we should all remember:

*Start showing your face. It helps. I grew my Instagram account from 0 to 123K without really showing myself, but also without ever making money. I changed that 3 months ago and doubled my followers (250K now) and am now selling videos to brands in my niche. Trust me, it's worth it, and your followers will get used to it if you gradually start showing yourself.*

*Also, reach out to companies yourself. My first deal came from a cold email sent to a company that I thought was a good match.*

Faceless = little or no money

With face = more followers, more money

Don't be afraid to approach companies and say, "Hey, I think we might make a good fit!"

tkfx2000 may have had the best advice of all:

*So you built a following around somebody else's intellectual property, and now want to monetize that. ... that is going to be tricky. Affiliate sales links are probably the only reasonable option. But realize that any given moment, the hammer of copyright can fall upon you and take, at best take the monetization, and at worst, everything you own. If you really want to run it as a business start another channel and use what you have learned to build your own Intellectual Property.*

Ouch. There's always that one person bringing everybody else back to reality.

Finally, the most upvoted answer came from ali-hussain

*Make videos with Harry Potter LEGOs. Put a note this video used these LEGO sets and use your affiliate links: <https://www.lego.com/en-us/page/affiliate-program>*

Bunny\_Baller\_888 added:

*saw at.T.Tok video Lego pays up to 1000.00 for affiliate market referrals but have to look up the stipulations.*

*If you combine your current Harry Potter content with Harry Potter Legos and include your affiliate referral link then you could easily pull this off since the lego is a perfect match for this niche. Just go to the lego website and search up affiliate. Just make sure you include the word affiliate partners or affiliate somewhere on the profile or content so you don't get banned or called out for being misleading.*

Harry Potter Legos? I have to admit I could have worked on this problem for a month without hitting upon that answer.

Do you have a pressing marketing question? Then you might want to post it at Reddit/r/Entrepreneur and see what happens.



# Webinars – Should You Ask for Their Phone #??

If you do webinars, you know that you've got a choice to make – should you ask for their phone number so that you can send them a text message and remind them to join the webinar?

Everyone knows that asking for a phone number is going to greatly reduce how many sign-ups you get. Right?

Turns out, that's not true and I challenge you to test this for yourself.

Jonathan, a copywriter for 'The Copy That' show, experimented with a landing page split test:

- 1 Landing page that did not require a phone number
- 1 Landing page that required a phone number

The results were surprising because the phone number landing page had a 30-40% opt-in rate.

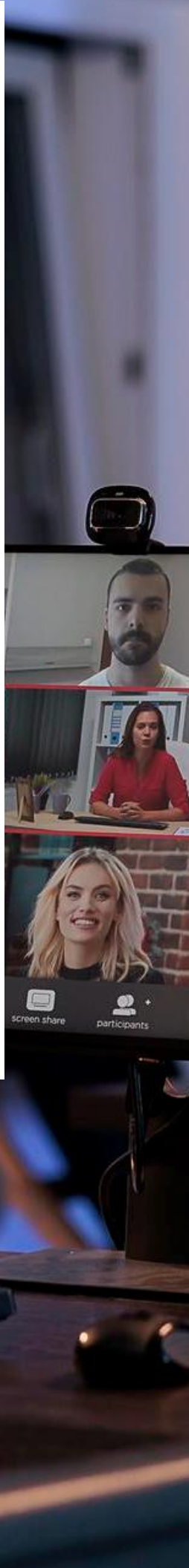
Most webinar campaigns avoid making the phone number mandatory because they think it might scare people away from signing up.

Here's how Jonathon's SMS Sequence works:

1. When you sign up to his webinar, you get a personal SMS text message right away, 'Hey (name), its Jonathan, I just sent you a quick email about the upcoming webinar. '
2. The day before the webinar, you get another text to remind you of the event.
3. Right before the webinar starts, he sends you a third text with the link to the webinar so you can join on your phone.

Emails can be overlooked, but texts stand out and are timely reminders that people seldom overlook.

Don't be afraid to experiment with SMS sequences for your next virtual event because it might pay off with more attendees and sales.





## Shutterstock's New AI Image Editor Transforms Stock Photos

Shutterstock has come up with a new way to change how we use stock photos. Usually, people download stock photos and then edit them using separate software.

But now, Shutterstock is making things easier by adding AI editing tools right into its photo library. This means you can change any image on the site before you download it.

The CEO, Paul Hennessy, says it's a big deal in the stock photo world and aims to make Shutterstock a one-stop solution for all your image content needs, making its library of 7 million images seem almost endless.

<https://www.shutterstock.com/discover/ai-features>



## New Tool Poisons AI Image Generators

Since last year, artists have been worried about AI image generators that use text-based instructions. Some of these generators use images from the internet without caring about copyright, and some can even imitate the styles of living artists.

Now, a new tool is in the works to help artists protect their work and fight against these AI image generators. This tool is called Nightshade, and it aims to disrupt the AI models by corrupting them. If this tool becomes easily accessible, artists might be able to protect their creations; at least until AI finds a work around.

This effort started in March with a project called Glaze, developed by researchers at the University of Chicago. They used a method called "style cloaks" to make tiny changes in images before putting them online. These changes prevent AI models from copying the artistic style.

Nightshade is the newest incarnation of Glaze and actively influences the results of an AI model by providing corrupted training data. This data makes the model learn the wrong names for objects in an image.

Scroll down in this article to see examples of what happens to AI after repeated 'poisonings' by Nightshade.

<https://www.creativeblog.com/news/nightshade-ai-image-generator-poison>



# Landing Page Optimization Checklist

Optimizing your landing page involves a combination of strategic planning, testing, and refinement. Regularly revisit this checklist to ensure your landing page remains effective and aligned with your marketing goals.

## 1. Clear Value Proposition:

- Clearly communicate the unique value proposition.
- Use concise and compelling headlines and subheadings.

## 2. Engaging Visuals:

- Use high-quality and relevant images or videos.
- Optimize multimedia for quick loading times.

## 3. Concise and Relevant Content:

- Keep the text concise, emphasizing benefits.
- Use compelling and action-oriented language.
- Ensure readability with proper formatting.

## 4. Call-to-Action (CTA):

- Have a clear and prominent CTA above the fold.
- Use compelling CTA text that encourages action.
- Ensure the CTA button stands out visually.

## 5. Mobile Responsiveness:

- Optimize the landing page for mobile users.
- Test and ensure a seamless experience on various devices.

## 6. A/B Testing:

- Implement A/B testing for different elements.
- Test variations of headlines, visuals, and CTAs.

## 7. Form Optimization:

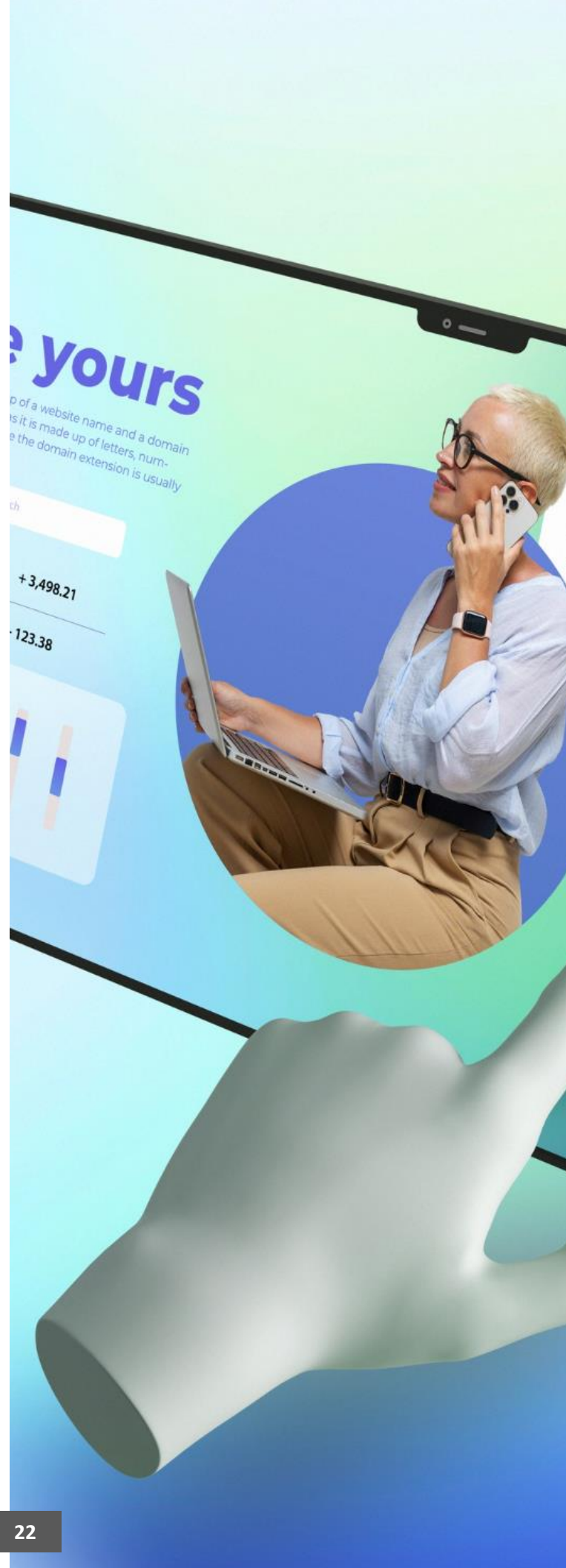
- Minimize the number of form fields.
- Clearly label form fields and provide helpful instructions.
- Use a compelling and action-oriented submit button.

## 8. Trust Signals:

- Incorporate trust-building elements such as testimonials, reviews, or trust badges.
- Showcase affiliations, certifications, or partnerships.

## 9. Loading Speed:

- Optimize images and multimedia for faster loading times.
- Minimize HTTP requests and use browser caching.





### 10. Social Proof:

- \_\_\_ Highlight social media shares, likes, or testimonials.
- \_\_\_ Showcase user-generated content if applicable.

### 11. Clear Navigation:

- \_\_\_ Keep navigation simple, with a clear path toward the CTA.
- \_\_\_ Avoid distracting links that lead visitors away from the conversion goal.

### 12. Consistent Branding:

- \_\_\_ Maintain consistent branding elements throughout the page.
- \_\_\_ Use colors and fonts consistent with the overall brand.

### 13. Urgency and Scarcity:

- \_\_\_ Create a sense of urgency through limited-time offers.
- \_\_\_ Display stock availability or limited quantities if applicable.

### 14. Analytics Integration:

- \_\_\_ Integrate analytics tools to track user behavior.
- \_\_\_ Set up goals and conversion tracking for insights.

### 15. Privacy and Security:

- \_\_\_ Clearly communicate privacy policies.
- \_\_\_ Use secure connections (HTTPS) for data transmission.

### 16. Exit-Intent Popups:

- \_\_\_ Implement exit-intent popups with relevant offers.
- \_\_\_ Use popups judiciously to avoid user annoyance.

### 17. SEO Optimization:

- \_\_\_ Ensure meta tags, headers, and content are optimized for relevant keywords.
- \_\_\_ Create a clear and descriptive URL structure.

### 18. Accessibility:

- \_\_\_ Ensure the landing page is accessible to users with disabilities.
- \_\_\_ Use descriptive alt text for images.

### 19. Thank You Page:

- \_\_\_ Design a compelling thank-you page after form submissions.
- \_\_\_ Provide clear next steps or additional calls to action.

### 20. Continuous Testing and Iteration:

- \_\_\_ Regularly review analytics data and user feedback.
- \_\_\_ Continuously test and optimize various elements for improved performance.



# Simple Changes Turn Duds into Studs

Imagine you're speaking with a young entrepreneur from Tanzania who owns a small bread business in Dar es Salaam. After a year of selling his traditional local bread with a profit decline, what advice might you give him?

Here's what he did – he introduced a new product that wasn't common in his country - simple sandwiches. As he says, the response has been incredible. His daily profit jumped from \$8 to \$25+, and he even had the opportunity to employ another person.

Conversely, years ago I knew a sandwich maker who was having a terrible time turning a profit. But his customers kept asking if they could buy loaves of his homemade bread. Finally, he decided to stop selling the sandwiches and just sell the bread, and in a year his bread was in every store in his part of the country.

Maybe you've got a product that isn't selling. Let's say it teaches everything a person needs to know about starting and running a business. People who take your program keep commenting on the content of the 5th module. They LOVE the 5th module and say it's worth the price of the entire course. Because you're savvy, you decide to make an entire course just about the topic you cover in Module 5.

Or perhaps you've got an information product on how to lose weight. It's not selling all that well, but everyone seems to love your recipes. Maybe it's time to focus on the recipes instead of weight loss.

Whatever products or services you might offer, notice if customers especially love one aspect of them. This might be the area you need to concentrate on.

Or perhaps your business is missing something. You might team up with someone else who can provide that missing ingredient or supply it yourself.

The point is this: You might be very close to having a huge success. All you need is find that small change or two and make it happen.







## Kid Candy Biz

I was goofing around on eBay the other day when I noticed bags of white chocolate and rice M&Ms selling for \$10 a pop plus shipping.

I've been out of the loop on candy and frankly didn't know that M&Ms now comes in strange, limited-edition flavors.

Nor did I know that anyone would pay \$10 for a bag of candies weighing less than half a pound.

Naturally curious, I went over to Amazon and found this particular type of M&M sold out months ago.

Next, I went to CamelCamelCamel to find out what price they sold at when they were available, and it was a steady \$10.98 with no fluctuations.

Again, I was shocked anyone would pay prices like this for inferior (in my opinion) chocolate, but here's where I became briefly stumped...

How were people buying bags of these candies months ago, holding on to them and then selling them at a 98cent loss?

They weren't. In many countries you can find discount grocery stores that sell the items regular grocery stores can't sell. Maybe a candy is seasonal, and once the holiday passes, the candy is either sold at a massive discount to the consumer or sold in bulk to these discount stores.

People buy the stuff and then sell it on eBay when it's no longer available on Amazon.

It's a lousy way to get rich unless you can figure out how to get massive volume. For example, cut out the discount grocery store and buy directly from the regular stores. Then hang on to your inventory until it's sold out everywhere else.



But if you have a young son or daughter, this might be an excellent way to teach them about building a business of their own.

First, they need to invest in a small amount of inventory. Next, they learn how to make a listing and how to write the description in a way that makes the customer want to buy.

Then they learn about inventory fulfillment, packing the items and shipping them off.

Finally, they learn there are business expenses that are deducted from the money made, and what's left over is profit that can be reinvested to make even more money.

If you start your kid out young enough, this side business can help to pay for college as well as providing them with a wealth of real-world business experience.

You might even get them to write up a manual on how they're running their business, which they can then sell as a book or course to other kids who want to learn how to do the same thing.

And they're not limited to candy, either. Anything that can be purchased in person and then sold at a markup will work, whether it comes from regular stores, thrift stores, garage sales and so forth.

You might even 'hire' your child to sell things for you around the house, paying them a commission on profit earned.



# Mini-Case Study – Creating a New Product

You get an idea for a product, you build the product based on that idea, you launch your product to the world and make a ton of sales. Right?

Except it almost never works that way.

Here's what BlaxkmanJr says about creating the app they're about to launch – emphasis is mine:

*After 8 months of talking to users, going through multiple iterations and speaking to professional researchers, I can proudly say that me and my co-founder have created an app that'll be released on the App Store in December!*

*MyndMap started as an idea to me, and it's crazy to see how far it's come when you don't let self-doubt and perfectionism cloud your eyes (which I think a lot of first time founders do) and **focus on the one true thing that matters - user feedback and iteration**. A great idea is nothing without iteration, and so if you've got something that you think will be a good idea, go ahead and do it!*

Notice the key points here: Talking to users and creating multiple versions until they (hopefully) got it right, according to user feedback.

When you're creating a brand-new product, ideally you want to make successive refinements or improvements to that product based on user feedback. The goal of having several product iterations is to enhance the product's features, functionality, and overall performance to better meet customer needs and preferences.

And this process can be used not just for software, but for any product including information products. That's why courses are often developed in conjunction with beta users, so that user input can strengthen and improve the course as well as providing the first testimonials.

BlaxkmanJr also mentions overcoming self-doubt and perfectionism, two things that probably kill 95% of product ideas. Not believing in yourself or trying to create the 'perfect product' can stop you from building or finishing your new product. You can overcome self-doubt by focusing on the product and your users instead of focusing on yourself. And you can overcome perfectionism by acknowledging in advance your product will not be perfect because (spoiler alert) it never will be.

Finally, they mention focus – getting that minimum viable product out there, letting users try it, getting feedback and repeating the process over and over until they get it right. They could have given up and tried something else, but instead they stayed focused on the goal and got it done.

Incidentally, the app is called MyndMap and it's designed to... *help individuals, especially those with ADHD, to better manage their daily lives. It's a digital platform that combines task management, mood tracking, and personalized reminders with AI-driven insights.*

*The idea behind MyndMap is to provide a structured yet flexible framework that assists users in organizing their tasks, setting priorities, and keeping track of their emotional well-being. It's not just about getting things done; it's about understanding how different aspects of your day affect your mood and productivity.*

They're launching in the App Store in December and releasing an android version the following month.



# THE BIG SECTION





# Attn: Entry Level Affiliate Marketers

## Here's How You Can Leverage Instagram to Build a \$5,000 a Month Income in 6-12 Months

And in 24 months you could be earning a solid six figure income if you find out you're good at this.

Since the 1990s, affiliate marketing has stood the test of time, consistently building financial fortunes for untold numbers of online marketers.

But it's also been the ruin of many would-be marketers who just couldn't seem to get it right. Imagine spending hundreds of hours and thousands of dollars and never making a single sale.

Affiliate marketing is a skill, just like anything else. It takes time, a solid plan and plenty of practice to start making serious sales.

That's why if you've never made serious money with affiliate marketing, you're going to love this.

It's a plan that anyone – no matter how new they might be to marketing – can use to potentially build a solid income in six months to a year. As always, your results will vary.

You get to choose the niche you want to work in and the product(s) you want to promote, and then you get on Instagram, create an account and start making content.

I've seen newbie marketers use this exact plan to start earning their first commissions within days. And I've also seen some of them go on to create a solid \$5,000 a month income within 6 months by working the plan every day, tweaking, adjusting, creating lots of great Instagram content, and simultaneously building their email list.

Today I'm going to give you enough information to get started immediately. If you haven't written emails for your own list before, you might want to get more information on how to do that, but the rest of the basics are all here.

First, let's quickly talk about why you would even want to do affiliate marketing, and why Instagram is the platform of choice for new marketers:

### **Benefits of Affiliate Marketing**

**No Product Creation or Inventory** – This might be the biggest reason of all, because you can start selling immediately.

**Low Startup Costs** – Free traffic abounds on Instagram. You just need to learn how to get some of that traffic to your landing page.

**Passive Income Potential** – Once you build your business, you can take time off and continue to make sales. Plus, if you sell products that are billed monthly, you can earn money for months (and even years) on each sale.

**Diverse Product Range** – You choose the niches you want to work in and the products you want to promote. You never need to promote a product you don't like or work in a niche that doesn't appeal to you.

**No Customer Support Hassles** – This reason alone is enough for some people. If you've ever launched your own product, you know how much time you can spend just answering questions and solving problems.

**Performance-Based Income** – The more effort you make the more you can potentially earn. I know that can scare some people off but realize that once you get good at affiliate marketing, there is no limit to your income.

**Scalability** – Once you know how this works, you can repeat the process in multiple niches selling multiple products. You can also outsource most of the work to one or more virtual assistants.

**Test and Learn** – Think of it as getting paid to learn and improve your business.

Shock Your Friends - When you take your friends out for a night on the town and don't blink an eye when the tab comes despite not having a 'real job' for the last year, they may be inclined to think you're doing something shady to earn this money. After all, you can't simply be spending your time on Instagram and watching the money come rolling in, right? 🤔

Oh yes, you can!

### Why Instagram?

Instagram is an incredibly easy platform for even the newest marketer to begin creating content, building their list and promoting products.

This platform gets over 6 billion visits per month, and you can use free or paid traffic to reach a wide-ranging audience. We're going to be discussing the free traffic method today.

That said, there is work involved. You won't get rich overnight or in six months, but you can use what you learn to successfully promote an endless array of products not just on Instagram but also on any platform you choose.

### Choosing a Niche The Long Way

Here's how you might typically choose a niche. Keep in mind that you can always change your niche later, but you'll save a lot of aggravation if you get it right the first time.

- **Passion and Interest:** Start by considering your own passions and interests. Choosing a niche that you are genuinely interested in will make the process more enjoyable and sustainable over the long term.
- **Market Research:** Does the niche have demand and potential profitability? What products and services are selling best in this niche, and who is buying them?
- **Problem-Solving:** Does the niche have problems that people want solved? And are they willing to pay for those solutions?
- **Affiliate Program Availability:** Ideally you want LOTS of affiliate products to choose from in your niche.
- **Carving Out a Subniche:** Try to sell to everyone and the world is your competition. But sell just to postal workers or first-time moms or accountants or newbie knitters and now you can carve out a subniche of your own.
- **Profitability Potential:** Evaluate the potential for profitability in your chosen niche. Consider the average commission rates, the price point of products, and the likelihood of repeat business or upsells.
- **Evergreen vs. Trending Niches:** Decide whether you want to focus on evergreen niches (consistent demand over time) or trending niches (temporary spikes in popularity). Both can be viable, but evergreen niches often provide more stable income.
- **Check Trends and Seasonality:** Assess the trends and seasonality of your chosen niche. Some niches such as travel may have fluctuations based on seasons or trends, so consider how this might impact your marketing strategy.
- **Evaluate Affiliate Product Quality:** Ensure that the affiliate products or services you promote are of high quality. Building trust with your audience is essential for long-term success in affiliate marketing.
- **Consider Your Skills and Expertise:** Leverage your existing skills and expertise. If you have knowledge in a particular field, it can give you a competitive advantage and make it easier to create valuable content.

Ideally the niche you choose will align with your goals, interests, and the needs of your target audience. Take a little time to research and plan before committing to a specific niche in affiliate marketing.

Okay, that was the long way and you can't go wrong if you follow all those steps.

But, there is a shortcut...



### Choosing a Niche The Fast Way

You can bypass everything we just said if you're willing to do things backwards.

That is, choose your product first.

Let's say you bought a weight loss program a couple of months ago. You watched all the videos, read all the PDFs and followed the program step by step, getting great results.

In fact, you lost 30 pounds in 45 days and you can't stop raving about the program – good for you!!

You are the perfect advocate for this product. You used it, you loved it, and you got great results. Just think how easy it's going to be to tell your peers about your success and how you were able to achieve these results thanks to what you learned in this program.

Now you need to decide who you will target. After all, offering a weight loss program to everyone on the planet means you will appeal to almost no one.

But if you target people just like yourself, then you'll know your own audience inside and out, including where to find them and how to get your message to them in a way that they will pay attention.

Here's the drawback to choosing the product first – you might one day change your mind and want to go in an entirely different direction with a brand-new niche. This could mean starting over. Then again, this can happen when you choose your niche the traditional way, too.

And there's nothing wrong with eventually having multiple Instagram pages, one for each of your niches.

### The Affiliate Offer Checklist

When you've narrowed down your product choices to 5 or less, it's time to go through this checklist to help you decide which product to promote first:

- Does the offer convert well? If others can't sell it, then don't think that you'll do any better.
- Will you get a good commission for each sale? (Use the commission rate and sales price to determine your commission per sale.) Aim for at least 50% commissions and \$20 or more per sale.
- Does the sales letter look professional and does it do a good job of selling the product?
- Is there a way to contact the vendor? (Send the vendor a question as if you are a prospect and note how long it takes to get a response. If it takes more than 2 business days, then don't promote the product.)
- Is the sales page mobile-friendly/responsive?
- Is the ordering process easy and user-friendly?
- Will the customer be slammed with too many upsells/cross-sells? (One or two upsells are good, especially if you get a commission for them.) More than 3 upsells and cross-sells will make customers hesitant to buy from you again.

### #1 Mistake New Affiliate Marketers Make

Many new affiliate marketers are trying to promote a weight loss program and a fitness program and a dating program and a make money program and a dog training program and...

You get the point. If you're new to affiliate marketing, then pay close attention because I'm about to reveal one of the biggest secrets to success for even the newest affiliate marketer:

Focus.

Focus focus focus.

Choose one product in one niche. It should hopefully be a product you LOVE; something you've used yourself and you cannot say enough good things about what it has done for you.

The second part is easy – if it's a product you love, then it's almost certainly in a niche you know and understand. If not, choose another product that you love in a niche you understand. For example, if you're a gardener then you can relate to other gardeners and their challenges and desires. But if you have no passion for gardening, then a gardening product shouldn't be your first choice.

Now that you have the product, focus on promoting that one product. Think of it as your training ground. Discover everything there is to know about building an audience in that exact niche and making conversions of that product.

I can hear someone out there right now, “Oh, but if I promote a half dozen products in a half dozen different niches, then I multiply my chances of success by 6!”

Nope.

You actually reduce your chances of success 10-fold.

Even if you’re sure that you know all there is to know about affiliate marketing BUT you’ve never done it before, I urge you to choose ONE product and focus on promoting that one product while you’re learning how to make sales.

And I also urge you to narrow your niche as well. For example, if the product you’re promoting is about weight loss in general, then it will be up to you to focus your niche on weight loss for busy moms, or for business executives, or maybe for men over 55.

“But I can use 20 different traffic sources to promote the one product in the one niche, right?”

Nope.

Initially you’ll want to choose ONE traffic source and MASTER that traffic source before learning a second traffic source. And that is why we’re going to focus exclusively on free Instagram marketing.

The biggest problem new affiliate marketers face is trying to do too much at once. If I can impart just one piece of advice to you, it’s to start out as simply as possible, staying extremely focused on promoting one product to one sub-niche using one traffic source.

Doing this has all kinds of benefits including taking a lot of pressure off of you to do a lot of new things at once, thereby doing them all poorly. It’s better to initially do fewer things and do them well.

Once you gain real world experience, then you can scale to more traffic sources, more products and eventually more niches.

### **Building Your High Converting Landing Page**

Some affiliates like to send their traffic directly to the offer, but this method means you are forever trying to drive new traffic. Regardless of whether or not they purchase, you have lost them.

A smart move is to focus on capturing leads first, so that you can continue to send them offers over and over again, as well as building rapport with them so that they trust your recommendations and make purchases.

Getting the email address first might make less money up front (or not), but in the long run it’s much more profitable than simply driving traffic to a sales page.

To build your first landing page, you can use a free tool such as sites.google.com or get a free trial at a site such as leadpages.com or brizy.io. Just click on ‘create new project,’ click on ‘create landing page’ and follow the steps.

Go to both the affiliate page and the sales page of the product you’re promoting to gather information. You want to narrow your targeting so that your landing page is an excellent lead-in to not only joining your list, but also purchasing the product.

When you click on Affiliate Tools on the affiliate page, you’ll usually find some demographics about which gender the product is targeted to, as well as age, countries and so forth. You’ll also likely find the best traffic sources, the best topics to cover in your content and bonuses, and more.

Create your landing page with a similar look to the sales page. Use the same colors, fonts and types of pictures and formatting.

On your landing page you’re going to make a free offer to get their email address, and once they sign up for your free offer you’re going to send them directly to the sales page. By making your landing page look similar to the sales letter, they are not surprised when they arrive at the sales letter, and they know they are in the right place.



## Your Lead Magnet

Your lead magnet is the free offer you make to collect the email addresses of your visitors. Your lead magnet should make perfect sense in terms of the product you will be promoting. For example, if the product teaches 22 detailed methods to drive free traffic, then you might offer to teach one way to do it or simply list the 22 methods in a cheat sheet without telling them how to do each one. Your free lead magnet must have value but obviously you do not want to give away the whole store.

If you are promoting a weight loss program, then your lead magnet might be the top ten foods for maximum weight loss. You could send this out as a 10-day course, covering one food per day and always giving a call to action to go to the sales page and get the entire weight loss program.

If you are promoting a program on building charisma, your lead magnet might be 7 different case studies of how people went from being shy wallflowers to becoming the most popular, most trusted and best loved people in their circles. The case studies show what is possible for the reader to achieve along with a few tips to begin to make it happen, but 95% of what they need to know is found in the course.

You get the idea here. You are offering a taste of what they can achieve when they buy the product you are promoting. You're like one of those people in the grocery store giving out free samples and directing customers to buy the product.

Once a person inputs their email address to get the free lead magnet, which can be a report, e-course, video series or whatever you prefer, then they arrive at the thank you page that tells them the freebie or the first installment will land in their inbox in the next 20 minutes. In the meantime, they can check out the next page, which of course is your affiliate link to the sales page. You can either make it a link they click, or have it roll over to the next page automatically in a few seconds.

You'll want to track the performance of your landing page and test different elements to get it to convert better and better. Use Google Analytics to track conversions as well as testing one page against another.

## Increasing Landing Page Conversions

Entire courses are written simply about how to create a landing page that converts like gangbusters, but here are a few basic tips that can get you well on your way to a profitable landing page.

- **Compelling Headline** - Craft a clear and enticing headline that highlights the value of your freebie.
- **Eye-Catching Imagery** - Use visually appealing images or graphics related to the freebie.
- **Simple and Clear Design** - Keep the layout clean and easy to navigate, guiding visitors toward the call-to-action.
- **Attention-Grabbing Call-to-Action (CTA)** - Use a persuasive CTA button that clearly states the action you want visitors to take.
- **Limited Fields in Forms** - Minimize form fields to reduce friction; ask for only essential information.
- **Clear Value Proposition** - Clearly communicate the benefits of the freebie and why visitors should provide their email.
- **Mobile Optimization** - Ensure your landing page is mobile-friendly.
- **Trust Indicators** - Include trust symbols like testimonials, reviews, or security badges to build credibility.
- **A/B Testing** - Experiment with different elements to see what resonates best with your audience.
- **Visible Privacy Policy** - Assure visitors about data privacy by displaying a link to your privacy policy.
- **Create a Sense of Urgency** - Use words that create a sense of urgency to encourage immediate action.

- Social Proof – Add a positive testimonial or user experience to build trust.
- Highlight Benefits, Not Just Features - Clearly outline the benefits of the freebie rather than just listing its features.
- Offer a Preview - If possible, provide a sneak peek or preview of the freebie to entice users.
- Use Power Words - Incorporate persuasive language that resonates with your target audience.
- Visible Contact Information - Display contact information at the bottom to enhance transparency and trust.
- Exit Popup – Implement an exit popup with an even more compelling offer to retain leaving visitors.
- FOMO (Fear of Missing Out) - Introduce a sense of urgency or exclusivity to trigger the fear of missing out.
- Testimonials from Influencers - If applicable, use an endorsement from an influencer or industry expert.
- Continuous Optimization - Regularly analyze data, gather feedback, and optimize your landing page for ongoing improvement.

I realize that list is long and scary, so let me leave you with this: Just do it.

Your first landing page won't be perfect and that's okay. Do your best for now and improve it over time.

Even a poor landing page is better than no landing page, and by now you've seen so many landing pages yourself, you already have an excellent idea of how they should look.

#### **Getting Traffic via Instagram**

Traffic is simply the people you send to your landing page. The more traffic you can get, the better. But not all traffic is created equally.

Your goal: Getting highly targeted traffic that wants exactly what you offer and is primed in that moment to give you their email address in exchange for your lead magnet and seriously considers purchasing your affiliate product.

Whew. That last paragraph is a mouthful but know this – when you can master getting that kind of targeted traffic whenever you want, there is no limit to how much money you can make.

Jump on Instagram and choose a username that closely resembles your offer. For example, if you're promoting gardening products, then you might choose "Weekend.Gardener" or "Lazy.Gardener.5".

Promote your landing page in your bio, using a URL that also indicates what you're promoting, such as [lazygardener.com/free](http://lazygardener.com/free).

For your bio, look at what others in your niche have written to give yourself ideas. You can place a benefit right there, such as "Gardening Hacks: Double the Veggies, Half the Work."

Use a profile picture that fits with the niche or use your own face if you prefer. If you want to create a professional looking logo, you can use AI or simply go to Fiverr and have someone create several logos for you, so that you can choose the one you like.

By making your profile look as professional as possible, you will build trust, get more clicks to your landing page and make more sales, too.

When in doubt, look at bios in your niche until you have a good idea of how you want yours to look.

#### **Getting Instagram Followers**

To get free traffic, begin sharing your Instagram profile everywhere you already have a following.

If you don't have followers anywhere, that's okay, too, because here's what you're going to do...

Join Facebook Groups in your niche. Guaranteed there are many; you just have to find them and join them. Engage with people, don't be spammy, do be helpful and do let them know about your Instagram account.



Be sure to follow the guidelines of each Group. Again, no spam, but you'll almost always be able to say something like...

*"Hey everybody, just wanted to share exciting news with you all. We've just launched our brand-new Instagram page, and it's filled with amazing (insert niche) content that I know you'll love. Follow us @your-instagram-handle for daily (hacks, tips, inspiration, etc.) behind the scenes sneak peeks and so much more. Let's connect and share the journey together. See you on Instagram!"*

Personalize this any way you like.

Continue to join Facebook Groups in your niche and promote your Instagram page in a helpful, non-spammy manner. This method alone can garner you 1000 new followers every 7 to 10 days, depending on your niche and how well/hard you work it.

### **Jumpstarting the Process**

Here's a little trick that will get you your very first followers, and if you're going to do it, then I recommend you do it straight away before you begin sharing your Instagram on Facebook and elsewhere.

The one problem with sending people to your new Instagram page to follow you is people like to see that you already have followers. If you don't have any followers yet, they don't want to be the first. Seeing you have followers is social proof that they should follow you, too.

Go to nlosmm.com and purchase 500 - 1000 targeted followers. Don't go beyond a 1000 because you might raise red flags. This won't cost you much, and the followers will trickle in over the next few days rather than appearing all at once (another red flag.)

Once you've purchased 1000, which will only cost you a few dollars, then stop. Do not buy any more than that. The goal here is to simply get some initial followers so that people you send from other sources see that your Instagram page is popular, and they will join it, too.

While I've always gotten my first 1000 followers the hard way, I know marketers who swear by this method and use it every time they start a new Instagram page.

### **Creating Hot, Shareable Instagram Content**

The better your content, the more it will be shared by others. The more it's shared, the more followers you get PLUS the more likely it is that people will go to your profile and click your landing page link.

Before you create any content, go to your competitors' profiles, and see what kinds of content they are creating. Make notes of what's being liked and shared a great deal.

Now go to Canva.com or your software of choice. Canva is easy to use and free, so that's what we'll talk about here.

Go to the social media section of Canva and click on Instagram. Scroll through the templates on the left side of the page and choose one. Change the text to say whatever you want and add your username.

If you need more inspiration, go to Google and type in a couple of keywords and then click images. You might even be able to use some of the images you find. Just be sure to check the rights on them first.

You might also do a search for quotes from your niche. Copy and paste one of these into Canva with or without an image.

If you're using text over an image, use a font color that really stands out and is easy to read.

### **Scaling Instagram**

When you start out doing only what we covered above, you'll almost certainly start making money after a few days or weeks. But there are many ways to improve and scale your Instagram marketing, and I'll briefly cover a few of those tips and methods right here.

#### **1: Be Consistent.**

The more consistent you are with your Instagram marketing, the more you will learn what works best for your niche. When you post consistently, you get more followers, more engagement and more sales.

Like most things, your Instagram affiliate marketing will grow over time. The first week you might not make a single sale, but you'll likely get a few people on your email list. By the end of the first month, you should have a couple of sales, or maybe more.

And in six months to a year you should be seeing some real income from your Instagram affiliate marketing. Treat it like a business and you could be earning \$5,000 a month within a few months. Again, your results will vary.

## **2: Know Your Audience.**

Understand the preferences, interests, and behaviors of your target audience. Tailor your content to resonate with them.

Simple social media trick: Notice what gets liked and shared the most, and do more of that.

## **3: Nurture Your Email Leads.**

The first thing you want to do is train your subscribers to open and read your emails. You might do this by giving them surprises, by telling stories that continue from one day to another with a hook at the end of each one, by adding humor, by sending 10 day e-courses or whatever method works for you.

This step is important because if they don't open and read your emails, then you don't make sales.

## **4: Give Your Subscribers Buying Opportunities.**

Hopefully your emails are interesting and never boring, so that people want to read them. If they do, then they will also see your offers. Sometimes they will click the link and sometimes they won't, and that's okay. Different people are at different stages in the buying process. Some will respond to your first email, others won't respond until the 10th or the 100th email.

No matter what the content of each email might be, it's always good to at the very least insert a call to action and an affiliate link in the P.S.

Some emails should do nothing but tell a story and sell the click while others will be more informational with simply a PS call to action. Always give your readers the chance to buy something.

## **5: Don't do 'Follow for Follow.'**

This means that when someone follows you on Instagram, do not follow them back. If you are following as many people as are following you, Instagram suspects you're spammy and reduces your reach, thereby reducing how many people see your posts.

## **6: Test.**

Try offering different lead magnets and different products. Some will naturally convert better with your audience.

## **7: Use High-Quality Shareable Visuals.**

Instagram is a visual platform, so ensure your images and videos are high-quality and visually appealing. Use proper lighting, composition, and colors to make your content stand out.

Develop content that people naturally want to share. This could include quotes, memes, behind-the-scenes footage, or user-generated content. Make it relatable and valuable.

## **8: Be Consistent with Branding.**

Maintain a consistent visual style and theme that aligns with your brand. Consistency helps in creating a recognizable and cohesive feed.

## **9: Engage with Captions.**

Craft compelling captions that encourage engagement. Ask questions, tell stories, or include a call-to-action to prompt your audience to like, comment, or share.

## **10: Use Hashtags Wisely.**

Research and use relevant and trending hashtags to increase the discoverability of your content. However, don't overdo it; aim for a mix of popular and niche hashtags.

## **11: Timing Matters.**

Post when your audience is most active. Use Instagram Insights to determine the optimal times for engagement based on your followers' activity.

## **12: Collaborate with Influencers.**

Partner with influencers or other accounts in your niche to expand your reach. Influencers can introduce your content to a broader audience.



### **13: Leverage Instagram Stories and Reels.**

Take advantage of Instagram's features like Stories and Reels. These formats are engaging and can reach a wider audience. Use stickers, polls, and other interactive elements.

### **14: Run Contests and Giveaways.**

Encourage sharing by organizing contests or giveaways. Ask participants to share your post, tag friends, or use a specific hashtag to enter.

Be sure to tailor your prizes to your target audience. Give away gardening supplies to gardeners and Van Gogh-like pet portraits to dog and cat owners.

### **15: Tap into Trends Whenever Possible.**

Always keep an eye on trending topics, challenges, and hashtags. If relevant, participate as much as possible in these trends to increase your visibility and engagement. These are huge opportunities to expand your audience, so act fast and act big.

### **16: Always be Storytelling.**

Create content that tells a story or evokes emotions. People are more likely to share content that they connect with on a personal or emotional level.

### **17: Post User-Generated Content.**

Encourage your followers to create content related to your brand or products and then use it. Reposting user-generated content not only acknowledges your audience and makes them feel good; it also expands your reach.

If your customer Jimmy creates content for you and you repost it, then Jimmy is far more likely to become a customer for life, as well as an advocate for your brand and someone who sends you followers and sales.

## **One Last Note**

This entire plan can be reduced to this: Sending traffic via Instagram to your landing page to build your list and sell affiliate products.

Does that sound too simple to work?

Don't be fooled.

As I've mentioned, I've seen greenhorn marketers use this single strategy to build a \$5,000 a month income in 6 to 12 months. Every one of them was enthusiastic about what they were doing, posted daily or multiple times per day, and made money doing something they enjoyed.

And maybe that's the key to not just affiliate marketing, but also to life. If you enjoy what you're doing, then you're never truly working. You're simply sharing thoughts and products you love with people just like yourself.



CHECK OUT THE SMART(ER) BUSINESS ACADEMY SITE TODAY!

A screenshot of a web browser displaying the SMART(ER) Business Academy website. The browser's address bar shows 'smarterbizacademy.com'. The website's navigation menu includes 'Home', 'All Courses', 'SMART(ER) Business Library', 'HOT! SMART(ER) Special Offers', 'SMART(ER) Affiliate Program', 'SMART(ER) Academy Shop', 'Cart', 'Log In', and 'Legal'. The main content area features a large image of a man wearing headphones, looking thoughtful. Overlaid on this image is the text 'WELCOME TO THE SMART(ER) BUSINESS ACADEMY'. At the bottom of the page, there is a cookie consent banner that reads: 'We use cookies to ensure that we give you the best experience on our website. If you continue to use this site we will assume that you are happy with it.' with an 'Ok' button.

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