AFFILIATE MARKETING

INSTRUCTORS PROFILE

Shariq Khan is the founder of EASYLINK, a company with 11 years of experience in delivering IT solutions, security systems, and professional training programs. Over the past decade, we have empowered individuals and organizations through technology and skill development, specializing in Digital Marketing, Data Analysis (Power BI & Excel), and Management Information Systems (M.I.S). My mission is to bridge the gap between technology and practical business applications, ensuring participants gain actionable skills to thrive in today's digital economy.

COURSE CONTENTS

Module 1: Introduction to Affiliate Marketing
☐ What is affiliate marketing?
☐ How it works and key players
☐ Benefits and common misconceptions
☐ Types of affiliate programs (PPS, PPC, PPL, recurring commissions)

Module 2: Niche Selection and Audience Research
☐ Choosing a profitable niche
☐ Understanding your target audience
☐ Solving audience pain points
☐ Creating buyer personas

Module 3: Setting Up Your Platform
☐ Choosing the right platform (blog, YouTube, social media, email)
☐ Basics of content creation and SEO
☐ Tools for content creation (Canva, Grammarly, etc.)
☐ Driving traffic through organic strategies Module

4: Finding and Joining Affiliate Programs
☐ Researching affiliate networks (Amazon Associates, ShareASale, CJ Affiliate)
☐ Evaluating commission structures and product relevance
☐ Tools for affiliate research (SEMrush, Ahrefs, Google Trends)

Module 5: Content Creation and Promotion
☐ Types of content that convert (reviews, tutorials, comparisons)
☐ Writing compelling CTAs and optimizing for SEO
☐ Promoting content through social media and email marketing
☐ Paid advertising basics (Google Ads, Facebook Ads)

Module 6: Tracking and Optimizing Performance
☐ Tools for tracking performance (Google Analytics, affiliate dashboards)
☐ Key metrics to monitor (CTR, conversion rate, EPC)
☐ A/B testing and optimizing campaigns
☐ Scaling your efforts and diversifying income streams

Module 7: Legal and Ethical Considerations
☐ FTC guidelines and proper disclosure
☐ Avoiding spammy practices and staying compliant
☐ Tax implications of affiliate income
☐ Building trust with your audience

Module 8: Advanced Strategies and Long-Term Success
☐ Building a personal brand and networking with influencers
☐ Creating your own digital products (eBooks, courses, templates)
☐ Staying motivated and overcoming challenges
☐ Resources for continuous learning and growth

PNS JAUHAR, Habib Ibrahim Rehmatullah Road, Karachi, Pakistan

021-48503102
03362183960