

C H A

N G E

Stage 2

Affiliate Marketing  
(Part 2)

## The best Affiliate Marketing Tool

If you are serious about Affiliate Marketing, Change recommends using the Instagram Social Media platform. It is by far the most consistent and profitable platform for Affiliate Marketing. Change's founders have all seen great success on Instagram, having tried and tested nearly all other platforms. It was reported that there are over 1 billion active Instagram users worldwide as of 2021. Furthermore, 90% of Instagram users follow businesses on the network and interact with branded accounts. It has also surfaced that 200 million users check out at least one business profile each day. This means there is massive potential for those looking to establish lucrative online businesses, including Affiliate Marketing accounts.



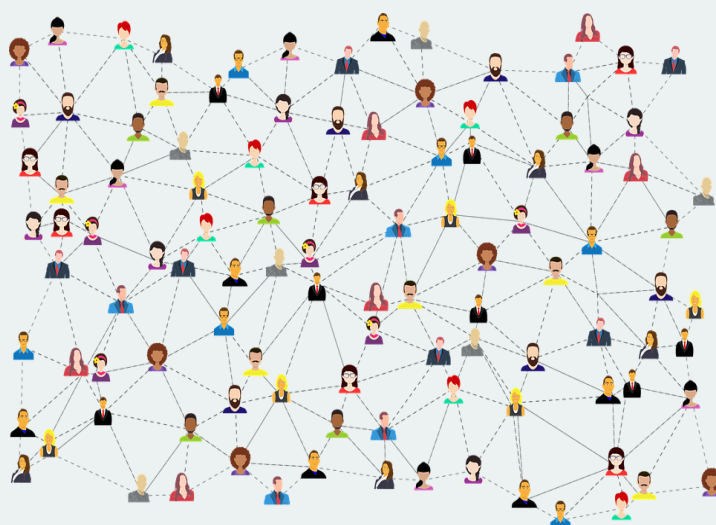
### Credibility and Networks

Credibility is key to success on Instagram. New people will look at your follower count, verification status, content quality and interactions to assess your credibility. To bolster credibility, you can use Telegram to find engagement groups which will provide you with real followers, like-for-like posts and shoutout opportunities. It will help to boost your follower and engagement numbers. A guide on how to leverage Telegram comes later in training a workshop but feel free to look around and get an idea of how they work. Furthermore, Change has found that the most effective affiliate marketing tool is shoutouts from influencers. They help drive traffic and build credibility for your business. Inner Circle Members can benefit from celeb campaigns training, which will provide an in-depth guide on building a network of successful influencers. This network will provide a further boost to your social media presence.



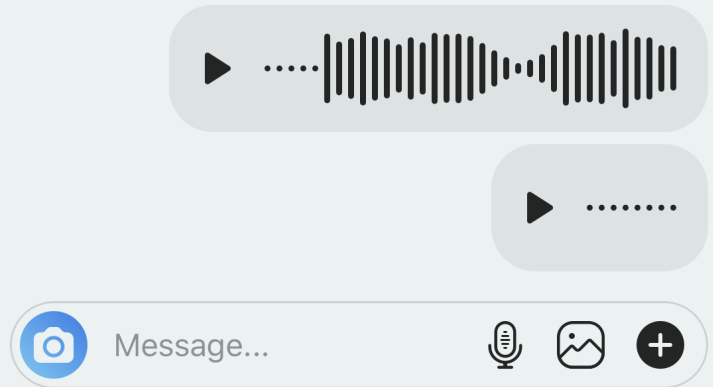
### Provide Value with Content

You've probably heard it before, but we can't stress enough that content is king. If you have a bland profile with simple content, you won't get much traffic. Try to find a niche interest or hobby and tailor your content around this. Feel free to include snapshots from your life and yourself to build a rapport with your audience. Try and provide value with each post. You should endeavour to teach, motivate and inspire others to encourage them to follow your success. It is also recommended to plan what content you plan to upload ahead of time. Maintain a positive perspective, and flaunt your success and knowledge. People want to join winners, so make sure you show that you are one. It is also recommended that you start a new account with a business focus rather than using personal accounts.



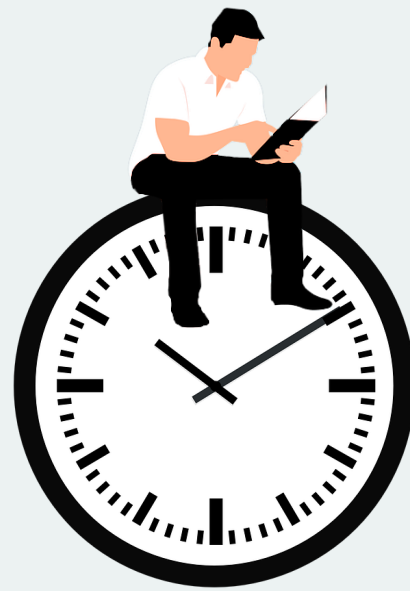
## Stand-out with Direct Messages

Whether it is posts, stories or direct messages, it is imperative that you stand out on Instagram. Change recommends always responding or reaching out with voice notes when dealing with direct messages. It saves time typing out messages while still adding a personal touch that shows you are invested in your response. It is better than sending a generic copy and paste or automated message. It shows you are willing to take time out of your schedule to support, explain or reach out to the recipient. It provides value and offers a different service to most using the platform.



## Patience is a Virtue

The critical attribute of the most successful affiliate marketers is patience. Success through Affiliate Marketing can take time and needs a continuous effort. You should consistently deliver high-quality content and an excellent sales experience. It is recommended that you create 6-month, 12-month and 24-month plans with big and small targets. Set out a step-by-step strategy with reasonable time gated goals. It provides something to work towards and allows you to work on specific tasks. You can find a guide on developing these plans later in the training modules. Still, we recommend having some goals in mind as you go through the modules to implement later.



## Change's Affiliate Marketing System

One of the best things about Change is its efficient Affiliate Marketing system. It provides support, tools, resources and training for its members. All its members need to do is drive traffic and sell the proven to work training system to others. You can find plenty of support with this within the training modules, the Affiliate Marketing Panel and within Change's community. We also have mentors who can get you started, provide you with helpful tips, and assess your strategies. Mentors will help you push your Affiliate Marketing business to the next level. The system has worked for others within the community. There are plenty of success stories out there to help you stay motivated.

A screenshot of the Change Affiliate Marketing system interface. At the top left, there is a grey circular button with a white hand icon pointing to the right and the text "CLICK HERE". To the right of this button is the text "Affiliate Marketing." in a yellow font. Below this is a grid of eight service options, each in a white box with a black border. Each option has a title, a brief description, and a button. The options are: "Affiliate Program" (earn high commissions), "Custom Landing Page" (increase conversion rate), "System Start Up" (finished your training), "My Website Service" (create a professional website), "Work Shop" (step by step walkthrough), "Resources &amp; Tools" (fully loaded with content), "Website Design" (design a stunning website), and "Instagram Training" (learn how to take your Instagram account to the next level).

## Affiliate Marketing (Part 2)

Social media is the best method for driving success in the affiliate marketing space. Instagram is the most effective platform available. This E-Book accompanies a video from one of Change's Founders, Ryan, who outlines the successful strategies to grow his social media presence from the ground up. The video provides insight into content strategy, engagement groups and network tools which you can use to drive your success.

Click the image below to watch the video.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

