

# Free Traffic MasterPlan

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Hi marketer,

Affiliate marketing can provide a way in which you earn a sizable amount of money online.

While there are a ton of methods you can use to get your offers and links out there, social media is what our focus is on today.

In fact, Twitter is what we are going to look at.

Let's get right into it.

## **How big is Twitter?**

The microblogging platform has been around for over a decade now and it has a large number of active users.

It has 166 million daily users that are monetizable which means they see ads and are active on the social media platform. A sizable proportion of its demographic is in the 18-49 age group which means they are more likely to make purchases online.

Even though Twitter is often used for things such as breaking news, ad engagement has risen by 23% by the end of 2019 and video ads are particularly effective.

So, now that you have a general idea of the potential that Twitter brings, how can you go about using it for affiliate marketing?

## **5 things you can do to boost your Twitter marketing**

You can't just create a quick twitter profile and start sending on tweets with your offers – people will see this for what it is – spam.

Instead, building up a following takes time but these are 5 methods that you can do to boost your Twitter marketing campaign.

### **#1 Get your profile right**

First things first – you need to get your profile correct.

It is crazy the number of people who don't set up their profile correctly especially when they are trying to sell something. Make sure your Twitter handle aligns as closely as possible to your brand and also get your bio right. You only have 160 characters for your bio so it is important to be concise.

If you have a website make sure that is linked (there is a specific section for that) and also ensure your profile matches the type of affiliate marketing venture you are in. If it is serious keep it formal, if it is lighthearted then you have more room for humor and creativity.

### **#2 Tweet often**

There is definitely a fine line with this. No-one is going to be too interested in an account that tweets once a week as it'll probably get

lost in the sea of other tweets they view on their timeline. Similarly, no-one wants to see your endless tweets clog up their timeline day in and day out.

So it is important to get a balance.

It is a good idea to schedule your posts as well. This means you can plan in advance and **get your content** out a week or even more ahead. There are several platforms that can help you do this such as:

- Sprout Social
- CoSchedule
- Feedly
- Tweetdeck

### **#3 Engage with people**

Alongside Twitter ads, this is perhaps the main thing that gets your brand noticed and helps people to decide whether to click on your offers.

Engagement is more than just starting or joining in conversations on Twitter. Use hashtags to help people find your tweets and it can be a good idea to run promotional campaigns for Twitter users. If people think they are getting a good offer because they are referred via

Twitter to your affiliate products and services they'll be more likely to make a purchase.

Twitter accounts that don't engage with other, real-life people generally don't last very long nor do they boost their follower count either.

#### **#4 Use Twitter ads**

Like any platform, ads represent a powerful way in which you can get your message out to the right people quickly.

Twitter ads are a great method in which you can generate sales for your affiliate business. As a result of the powerful targeting options at your disposal, you don't have to sit around and hope someone that is likely to turn into a customer comes across your tweet – ads will display it to them.

While it isn't free, the ads on Twitter can prove to be a positive ROI and a way of rustling up sales that you otherwise wouldn't have got.

#### **#5 Dive into Twitter analytics**

Lastly, we have Twitter analytics.

Any marketing campaign has to have a method in which you can see what is working and what isn't. With Twitter analytics, you can find out a lot of information about your tweets from how many impressions it had, the engagement rate and so on.

With this information, you'll be able to see what kind of tweets performed the best, what hashtags worked well and how many people engaged with and clicked on your links.

## **Affiliate marketing on Twitter**

Twitter is a social media platform that often isn't used properly for affiliate marketing.

Remember that number of 166 million users above that can be monetized? Well, that is an increase from the previous quarter and its user base is predicted to rise again throughout 2020.

Twitter isn't going away anytime soon and it is recommended that you look into how you can use this platform to gain more leads and conversions for your affiliate offers.

### Affiliate Marketing on Twitter

“If you do it right, the little blue bird can take you places”.

Before you begin affiliate marketing on Twitter, you need to define your goals. Here are some of the goals you might have that Twitter affiliate marketing can help you achieve:

Increasing brand awareness

Getting leads and eventually converting them into customers

Building long-lasting relationships with audience

Increasing loyalty for the products or services you promote

You might also want to look at some of competitors' profiles. What are they doing? What's working for them? Can you do it better?

To find out about other Twitter users, you can use Followerwonk. From realtors to digital marketers, you can learn about Twitter users from all kinds of industries. You can then follow or reach out to them depending on your purpose.

Here are some Twitter affiliate marketing tips to help you get started:

Work on Your Twitter Bio

Your Twitter bio is the first thing that your visitors see when they check your profile. Within these 160 precious characters, you must make a positive impression and convey who you are, as genuinely as possible. It should not sound like you are selling something. Although, you should add the link to your website or landing page to guide the viewer(s).

It is important to note that your bio should align with the rest of the content you post. If you post funny stuff, your bio should be quirky; if you plan to keep the profile formal, make your bio professional. Just make sure to have a voice, a personality.

Here's a Twitter bio of Neil Patel, the digital marketing rockstar we all know:

## Engage With Other People

Twitter is a platform that places you in the same space as your audience and potential customers. You can interact with them on a personal level and make strong connections. You can find out relevant Twitter threads and jump into conversations. Contribute to them.

You can also join Twitter chats relevant to your niche. Twitter chats not only help you voice your opinions, but also allow you to communicate with like-minded people.

Look for influencers in your niche to partner with. Building relationships with influencers takes time, but once you become friends with them, the rewards can be amazing.

## Increase the Number of Followers

After you have set up your profile, and have started engaging with fellow Twitter users, it is now time to increase your following. To gain somebody's attention, this is the number you need to focus on. Twitter users pay a lot of attention to the number of followers on your profile. You will need to have a decent number to make a good impression.

Here are some ways you can increase followers:

Have an interesting Twitter bio



Post pictures and videos

Follow relevant people

Participate in Twitter chats

Retweet content from trustworthy profiles

Run a paid campaign to acquire new followers. (More on how you can increase your followers on Twitter by spending a few bucks later on).

Tweet Regularly

Now that you have built up a profile on Twitter, and have a decent number of followers, it is time to focus on the content you put out. It is very important that you tweet regularly. Be creative and do not be afraid to go out of the box. The better your content, the easier it will be able to engage your audience. Find out the best times to post on Twitter and post accordingly.

A good practice is to schedule your posts. This will allow you to develop posts in advance and let you focus on other more important tasks. Here are five social media management tools to help you schedule your tweets:

Sprout Social

Later

CoSchedule

Feedly

Tweetdeck

## Take Advantage of Insights from Twitter Analytics

If you can't measure it, you can't improve it. These words hold true for any affiliate marketer who wants to succeed. You need to know which of your marketing efforts are bringing about what kinds of results. You can then tweak your strategies and become more effective.

Luckily, Twitter has an Analytics feature for every account. You can learn how your tweets did, how many profile visits you had, your mentions and so on. These insights come in very handy when evaluating performance.

If you are looking for advanced reports and even deeper insights, you might want to opt for social media monitoring tools. Here are some Twitter analytics tools you might want to explore:

SproutSocial

Quintly

Native Twitter Analytics

Keyhole

Simply Measured

Utilize the Power of Hashtag

Twitter is the undisputed king of all hashtagging social media platforms. Hashtags are a great way for users to organize their tweets. They tell what content is relevant to a particular topic, and helps get tweets in front of an interested audience, thereby increasing its engagement.

As an affiliate marketer, you must take advantage of hashtags. Find relevant hashtags in your industry. It might be a phrase or even something related to the place you reside. Make sure that you are using them sparingly. Too many hashtags and you will kill the purpose!

Employ Twitter Ads

Twitter affiliate marketing also involves direct advertising. By spending a few bucks, you can develop incredible campaigns to derive results. You will need to set up budget by entering a required daily maximum amount and an optional overall budget. These figures allow Twitter to understand how much you are willing to spend and optimize your campaign accordingly.

Here are some ways to directly advertise on Twitter:

## Paid New Follower Campaign

Not every paid campaign can bring your estimated sales or traffic. Twitter allows its users to run 'New Follower' campaign. You pay for promoted tweets and Twitter shows it in the feeds of interested people. It works great to raise your brand awareness.

You can set it up through the Twitter Ads page. The key part is to define target audience. You can drill down to aspects such as gender, language, location, device, interests, preferences, etc.

After you have set up the campaign, create a message that resonates with that target audience. The call-to-action should not be directing to your website, it should simply ask them to follow you. Make sure you are tracking the performance of your efforts. This way, you will know what worked and why.

## Driving Traffic and Conversions

As an affiliate marketer, you surely want to convert your audience into paying customers. This type of campaign sends the person off from Twitter to your website. You can set up conversion tracking to check email subscriptions, page views and product orders.

Conversion tracking also allows you to measure ROI depending on the actions that users took after viewing or engaging with your ad. On Twitter, you can attribute conversions beyond the last click, that is, you can include different actions such as link clicks, retweets, likes, etc.

Generate the website tag through Twitter's Universal Website Tag and place the code throughout your website. This will help analytics track where the conversions came from.

### Affiliate Offer Promotion

Twitter allows affiliate marketers to promote their offers. These tweets will be labelled as 'Promoted' and will show up on people's news feeds, just like a boosted post on Facebook.

The idea is to strike a balance between offers and good content. If you are just promoting offers and not adding value for Twitter users, they are less likely to buy from you, and might even unfollow you. A good approach to increase engagement is to include pictures in your posts.

Make sure you are tracking your post's performance.

### To Sum Up

Twitter has become a massive platform with immense reach. To leverage this platform, affiliate marketers need to be very smart. It's a tricky world for marketers. One mistake and you have lost trust of many potential customers.

Twitter affiliate marketing involves working hard to build your profile. It is only after you have developed trust that you can promote products.

Be genuine and authentic, and always try to help out. You will do great!

To your success,

The Traffic Team.

### **Our #1 Recommendation:**

Step ahead into the game by acquiring our Top Quality, Superior Private Label Rights Package and have an unlimited supply of traffic at your fingertips, just waiting to be converted into Sales and Profits!

**==>> Check Out Here <<==**