

heylink.

3-Stage Strategic Checklist

TO SCALE YOUR AFFILIATE REVENUE FROM \$0 - \$2 MIL.

Building revenue stream from scratch

Define your Big Three

- Define your content type**
Think of product reviews, comparison pages, gift guides and other types.
- Define your content structure**
Think of the structure of your content and where in that structure you show affiliate links.
- Find your traffic sources**
SEO, PPC, Social campaigns, etc.

Optimise your existing revenue stream

Optimise your Big Three

- Your campaigns have a high conversion rate but your revenue is still low**
Find new ways to redirect your traffic to the advertiser's website.
- Increase your Conversion Rate (CR) through on-page SEO**
E-commerce campaigns don't perform well when you redirect your traffic from the homepage. Rank that page on Google to increase your CR.
- Do rapid content testing with paid traffic**
Buying traffic from Google lets you tweak your content and its structure faster. Ultimately, it helps you get high-quality traffic fast.

Set up your goals

- Define your Earnings per Click (EPC) goals**
If one of your Big Three underperforms you'll see the impact on your EPC
- Choose affiliate networks**
Join as many networks as you can with relevant advertisers/merchants.

Resources you need - People

- Hire SEO specialists**
SEO is an absolute must in attracting traffic
- Hire skilled COMMERCIAL writers**
Your content needs to convert, which is not always the goal in traditional journalism. Your writer needs to have a commercial mindset.
- In-house vs Outsource**
Before starting a recruitment process decide how much you want to do in-house with your internal team and what affiliate activities should you outsource.

Resources you need - Tech

- Get SEO tool**
Helps your SEO team to find valuable keywords to rank for.
- Get link automation tool**
Link automation connects you to affiliate campaigns without manual work. It also checks your website for broken links and out-of-stock items.
- Get tracking and monetisation tool**
This tool helps you monitor the performance on the Big Three - content type, structure, and traffic sources.

Scale the revenue stream into a media-size company

Aim to create an affiliate content platform

- Build your affiliate content strategy - turn it into a platform**
Decide on the type of content you want to be known for. Think of WireCutter and their in-depth product reviews platform.

Choose how you integrate the content to your business

- Add new affiliate content on your current website**
Simplest solution. But the new affiliate content has to fit with your business strategy and your website. If it does. Amazing!

- Build or acquire new affiliate website**
The New York Times acquired WireCutter to make the affiliate business fit their strategy. Do the same or build a new affiliate website from scratch.

- Combine the two options**
Mix new affiliate content with your existing content. (e.g. Condé Nast Traveler)

That's it! Those are all 3 stages of building your affiliate revenue stream. Now you can finalise your whole affiliate growth strategy and however you decide to celebrate - take a deep breath. Pet your dog. *Ahhhhhhh* Now to execute your strategy!

Follow [Heylink on LinkedIn](#) for more tips and insights into affiliate marketing.