

## Alison Affiliate Marketing Toolkit

# Online Forums, Email, Blogs and WhatsApp Guide

A free toolkit to help you promote your Alison Affiliate links online.



## 2. Using Online Forums to Promote Your Affiliate Links

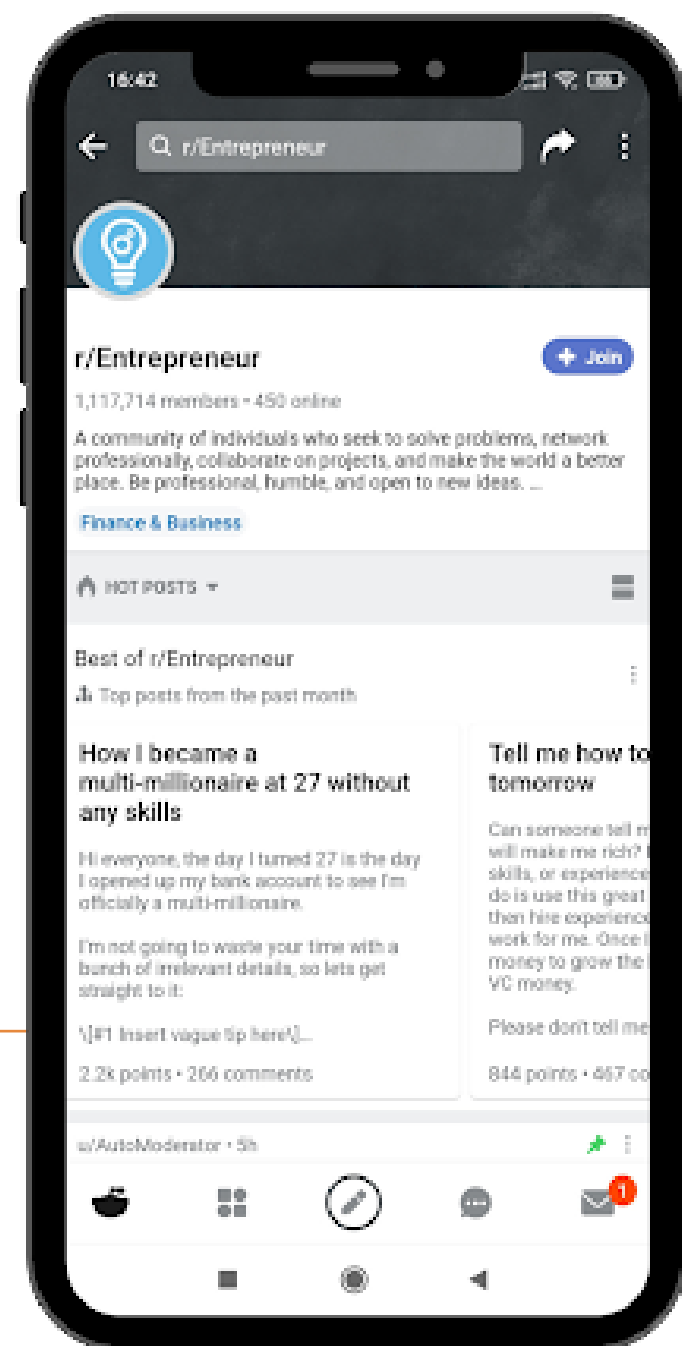
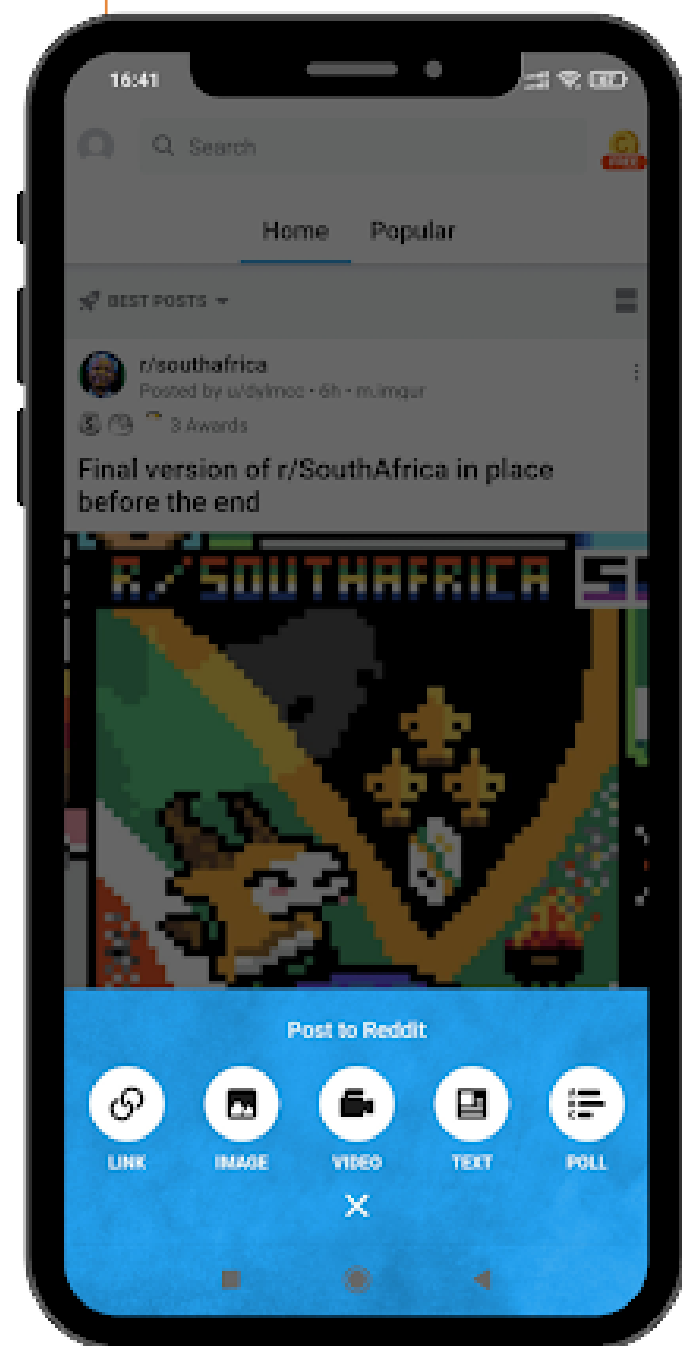
Forums, message boards and online communities form a part of the digital world. Websites like Reddit and Quora allow internet users to interact with, share information and ask for and offer advice, regardless of where they are located in the world.

Millions of people use online forums daily, making them a great place to promote Affiliate links.



## How To Use Reddit To Promote Your Affiliate Links

Reddit is seen as the internet's front page. People post about anything and everything on Reddit. The platform is divided into different communities called subreddits and each of them has its theme. You can find subreddits on anything from entrepreneurship to pet grooming.



You can post your Affiliate link directly to Reddit via the home page or alternatively add a post to a relevant subreddit. You also have the option to add images, videos, text and a poll.



## How To Use Quora To Promote Your Affiliate Links

Quora is the platform where people come to ask questions and look for answers. It also doubles up as a search engine, but the difference is, that your search query - or question - is met with an actual answer! Just like Reddit, Quora is divided into different sections called Spaces and each Space has a dedicated theme. You can also follow topics relevant to the Alison course or product you want to promote.

## Answering Questions On Quora

This is the simplest way to promote your links on Quora. After you've created an account and selected topics most relevant to you, you will start seeing a stream of questions on your question feed. To answer a question, tap or click on "answer" and write your answer. You can post your link in your answer.

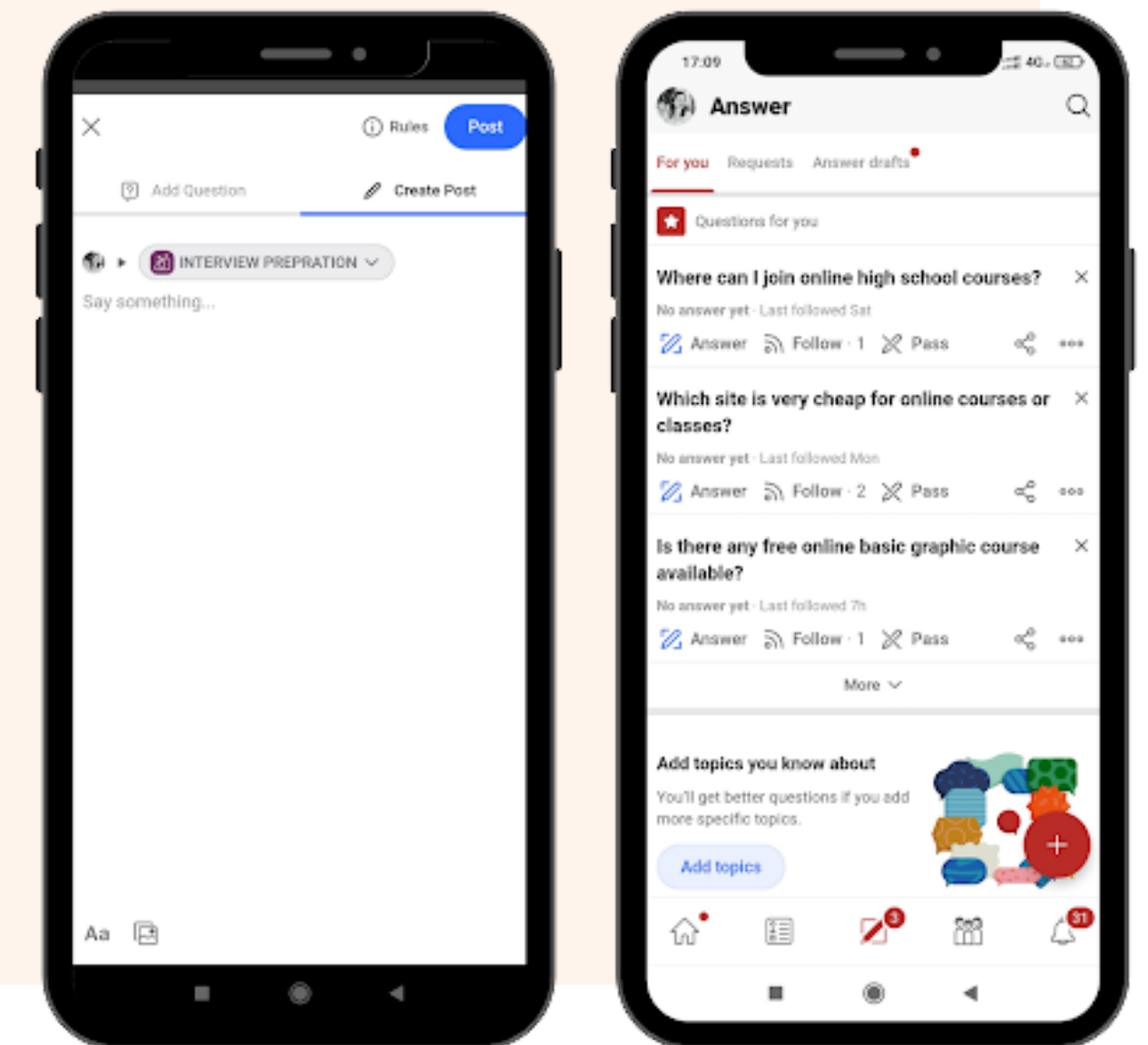
## Asking Questions On Quora

You also have the option to ask a question and answer it yourself! This is a great way to grab people's attention on Quora and provide them with a super relevant answer to a question. For example, you can ask: "How often should you update your resume?" and provide the answer to the questions by saying: "You should update your resume every time you move forward in your career. If you don't have the time to design a professional resume, Alison can help you with it! Here is a link to their free Resume Builder."

## Posting In A Space On Quora

Many Spaces allow external contributors to share posts with their communities. The secret is to find a Space that is relevant to the course or product you want to promote and that will allow you to post links.

Moderators reserve the right to approve or reject posts in the Space.



# 3. How To Use Blogs To Promote Your Affiliate Links

Legend has it that the first-ever blog post was published in 1994! And since then, blogs have remained a popular marketing tool to promote products. You can also use blogs to promote your Affiliate links. You have two options: you can either start your own blog or write guest posts for other blogs.

## Start Your Own Blog

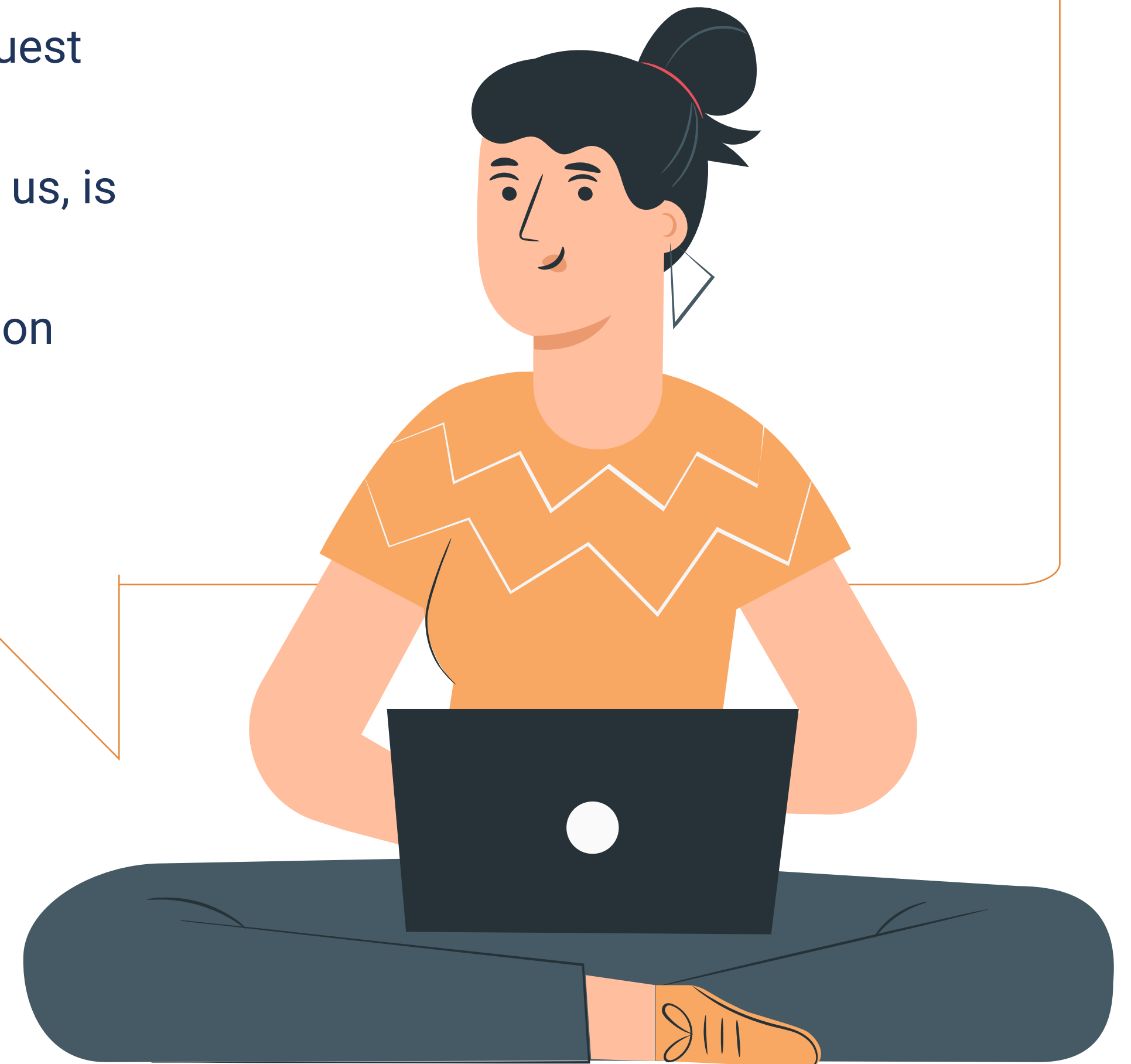
If you have good writing skills and you would like to promote multiple links all in one place, then consider starting a blog.

You can start a blog in 6 easy steps:


1. Pick a topic and name for your blog.
2. Get your blog online by registering your domain with a web hosting service.
3. Decide on a blogging website to use for your blog. Some options include WordPress, Wix and Blogger. All of these websites are free to use and have great free options.
4. Customise your blog and make it your own. WordPress and Wix have a large collection of free templates to pick and choose from.
5. Write your first blog post and publish it.
6. Promote your blog post by sharing it with your social media network.

## Write Guest Blogs

There are over 600 million blogs in the world today, out of over 1.9 billion websites - and many of these blogs allow people to write and publish guest articles on their blog. “But how do I find these blogs?”, we hear you ask! [Forbes published a great article](#) on this topic. The best tip, according to us, is to google your search terms to find guest blogging websites. We also recommend reading through HubSpot’s, a leader in Marketing Automation Software, [guest blogging guidelines](#).



# 4. How To Use Your Personal Email Footer To Promote Your Affiliate Links



There is a reason why email marketing remains one of the most popular marketing tools - and an email footer is a great place to promote your Affiliate links!

Here's how to add or change your email footer on Gmail:

1. Open Gmail on your computer, laptop or mobile device.
2. Click on Settings in the top right corner and then on See all settings on your computer or laptop. If you're using your mobile phone, you will find Settings listed in the menu in the top left corner.
3. Scroll down to Signature.
4. Add your footer & link in the text box. You can also add an image & change the font style & size.
5. Click on Save Changes when you're done and you're all set!



# 5. How To Use WhatsApp To Promote Your Affiliate Links

WhatsApp is the most popular messaging service in the world and chances are, you are already using it! WhatsApp allows you to send personal messages, broadcast messages or create a group.

## Personal Messages

You can share a link to an Alison course or product you think one of your contacts might find useful by sending it in a personal WhatsApp message.

## Broadcast Message

You can send the same message to a group of people.

## WhatsApp Groups

If you have a group of friends with similar interests, you can create a WhatsApp group and add them to it. In the group, you can share links to relevant Alison courses and products.

We recommend being honest and upfront about the goal of the group and why you've added your contacts to it.





# Top Tips To Remember

- 1. Use Reddit and Quora to promote your Affiliate links in a natural, organic way.**
- 2. Blogs are a fantastic way to promote your links. You can explore starting your own blog or writing guests article for other blogs.**
- 3. Get creative by using your email footer and WhatsApp to promote your links to people you already know.**
- 4. Don't oversell and keep it personable - you are a human promoting courses and tools to other humans.**
- 5. Most importantly, have fun!**

