

## Alison Affiliate Marketing Toolkit

# Social Media Guide

A free toolkit to help you promote your Alison  
Affiliate links on social media.



## **1. How to Promote Your Alison Affiliate Links on Social Media**

### **1.1 How To Promote Your Affiliate Links On Facebook**

### **1.2 How To Promote Your Affiliate Links On LinkedIn**

### **1.3 How To Promote Your Affiliate Links On Twitter**

### **1.4 How To Promote Your Affiliate Links On Instagram**

### **1.5 How To Promote Your Affiliate Links On Tiktok**

# 1. How to Promote Your Alison Affiliate Links on Social Media

One of the best ways to promote your Affiliate links is by sharing them on social media. But not all social media platforms are the same! Facebook is completely different to Twitter and even though the content you share on Instagram and TikTok might appear similar, they are in fact, quite different. This toolkit was designed with one goal in mind: to help you promote your Alison Affiliate links on social media so that you can maximise your earnings!

## Let's Get Into It!

We recommend customising the links you want to share to the social media platform you're posting it on. One way to do this is to use the age and typical interests of the social media audiences and adapt your links accordingly. In this toolkit, you will find information about the type of person using the platform, along with practical examples showing you how to promote your Affiliate links on Facebook, LinkedIn, Twitter, Instagram, and TikTok.



# 1.1 How To Promote Your Affiliate Links On Facebook

## Status Updates

You can share a simple Facebook status update and include photos, videos and links. You can add a fun background to your status which is a great way to grab someone's attention or use features such as adding an activity/feeling, check-in at a specific location, tag other people, use a fun gif, record a live video and even host a Q&A.

## Facebook Groups

Facebook Groups are a great place to promote your Affiliate links because they allow you to share curated content specifically tailored to a group's members. Meta, Facebook's parent company, recently announced that they will place more emphasis on Facebook Groups. You can create your own Facebook Group ([here's how](#)) or you can join other groups, but be careful! Not all Groups are open to promoting products, so read the group's rules carefully before you join.

## Typical facebook. audience demographics:

**2.91 billion**

Monthly active users

Largest age groups:

**25 to 34 years**

### Interests:



**Fashion**



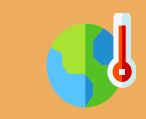
**Health & Fitness**



**Food & Dining Out**



**Films & Documentaries**

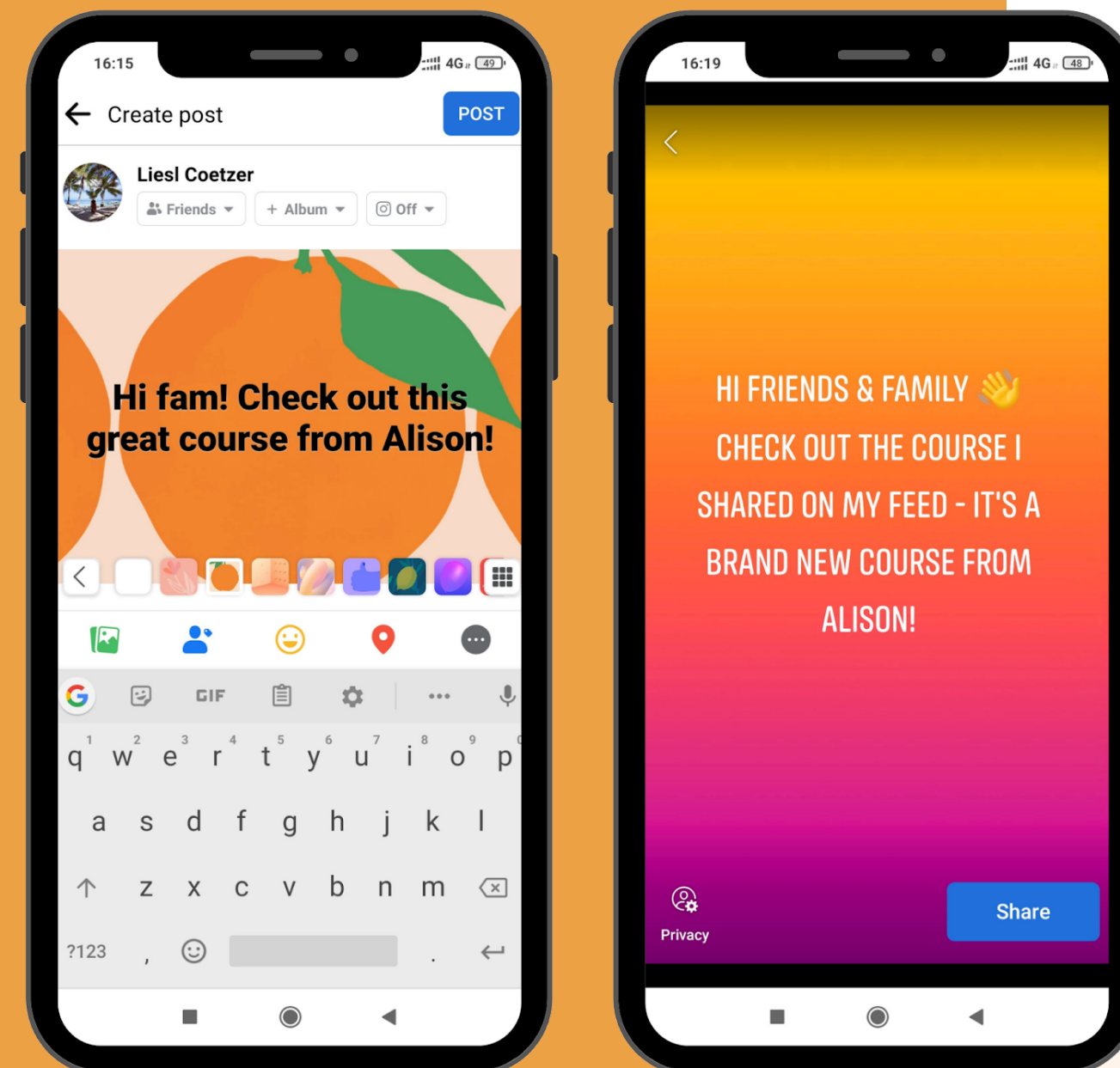


**Climate Change & Green Living**

## Facebook Stories

Facebook allows you to post stories that are only available for your friends to see for 24 hours. Some of the fun things you can do on Facebook stories include adding a popular song in the background, using an image as a green screen, recording a Boomerang or taking a selfie.

Unfortunately, Facebook does not allow you to add a link to your story BUT you can always use the story to let your friends know you've shared a link to one of Alison's awesome courses or free professional tools on your feed.



## Facebook Messenger

Messenger allows you to create group chats, make video and voice calls and send texts for free. The messaging app works hand-in-hand with your Facebook friend list making it a great social media network for promoting your Affiliate links directly to individual people.





# 1.2 How To Promote Your Affiliate Links On LinkedIn

LinkedIn is the second-best platform to promote your Affiliate links. LinkedIn is also the biggest social networking platform for business professionals and more often than not, people on LinkedIn are more open to learning about how they can improve their workplace skills.

## Sharing A Post

LinkedIn is very similar to Facebook in the types of content you can share with your network or followers.



Start a post



Photo



Video



Event



Write article

When you share a post on LinkedIn you have the option to add or take a photo or video, celebrate an occasion, add a document or create a poll.

## Typical LinkedIn audience demographics:

**810 billion**

Monthly active users

Largest age groups:

**36 to 55 years**

Interests:



Career Advice & Tips



Changing Career Paths



Finding New Job Opportunities

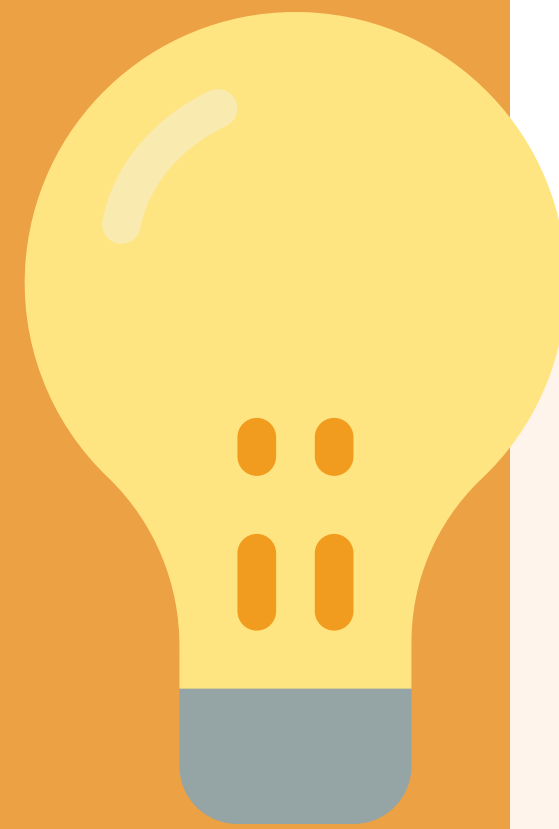


Learning New Workplace Skills

## Pro Tip:

You can promote industry-specific courses to your LinkedIn followers who work in the same industry. Here's how:

1. From your profile, click on your number of followers. This will open a page where you can see a list of everyone you are connected with on LinkedIn.
2. On this page, you can create a filter based on your target audience. Click on, "All filters" scroll down and select the industry. This will show a list of your connections who work in this specific industry.



## Publishing A LinkedIn Article

You don't have to stick to the standard status update when you promote your links on LinkedIn! The social media network also allows you to write and publish longer articles and share them with your network. Remember to keep the article relevant to your Affiliate links and, of course, add your links to the article before you publish it.

## LinkedIn Groups

Just like Facebook, LinkedIn has thousands of groups you can join to promote your links. It's important to remember that you should always read the rules of the group before you start sharing your links with its members.



## 1.3 How To Promote Your Affiliate Links On Twitter

### Tweet Your Link

The simplest way to share your link on Twitter is by posting a tweet. You can add an image, video or gif to spice it up! Adding an emoji or two is a great way to communicate your message and add a punchy element to your tweet. Be careful! Twitter allows a maximum of 280 characters in a Tweet. This means you have very limited space to tell your followers

about the course or the tool you're promoting.

### Twitter Threads

A fantastic way of bypassing Twitter's very limited character count is by stringing tweets together - also known as a Twitter thread. You can add photos, videos, gifs and emojis.

### Typical audience demographics:

**211 million**

Daily active users

Largest age groups:

**25 to 34 years**

Interests:



**World Events**



**Health & fitness**



**Food & dining out**



**Films & documentaries**

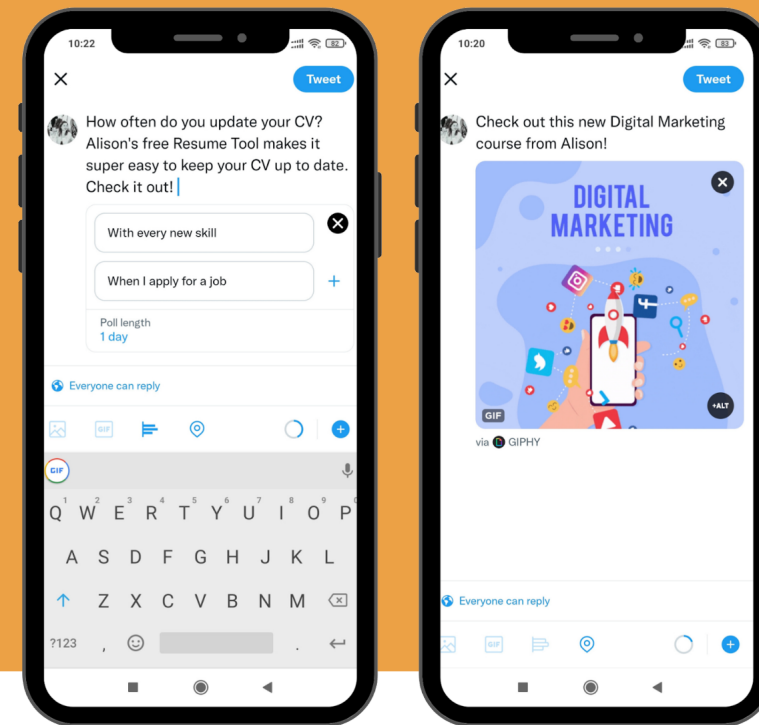


**Climate change & green living**



## Polls

Polls are a fun way to get your followers to interact with your tweets. You can ask your followers interesting questions like, “How often do you learn new skills?” or “Do you enjoy taking online courses?”. Your followers can then cast their votes and you will be able to share the results after the poll closes.



## Host A Twitter Space

Twitter Spaces allow you to host live, audio-only conversations on Twitter. Think of it as a mini-webinar using only audio. You can create a Twitter Space and talk about any topic you might find interesting and relevant. Twitter Spaces are public and anyone, even people who do not follow you, can join. Twitter has also incorporated other features like allowing other people to co-host the space with you, allowing attendees to tweet while in the Space,

and allowing hosts to schedule Spaces before they go live. Twitter has a great how-to guide with everything you need to know about Twitter Spaces. You can [view it here](#).

## Following Topics

You can follow specific topics and hashtags on Twitter that are directly related to your Affiliate links, for example, “Digital Marketing courses” or “free online courses”. This will help you stay on top of what people are saying about these topics and you will be able to reply to their tweets with your links. [Here's how](#) to follow topics on Twitter.

**Pro Tip:** Use [TweetDeck](#) to keep up to date with what's happening in the world. Set up streams to monitor and “listen” to what's happening on Twitter in real-time.



# 1.4 How To Promote Your Affiliate Links On Instagram

Instagram has over 1 billion users worldwide! This makes it a powerful platform to use for Affiliate marketing.

## Grid Posts

Grid posts are the old faithful of Instagram! These are the photos and videos you see when you scroll down your feed. You can upload photos or videos as grid posts & add a description explaining what the photo is about. Unfortunately, Instagram doesn't allow you to add clickable links in a grid post, but there is an easy way to work around this. More on that later!

## Story posts

You can add videos & images as an Instagram Story or you can share one of your grid posts as a story. Stories are only available for 24 hours and disappear later but you can create Story Highlights or story albums that keep your stories on your profile for longer.

Typical  **Instagram**  
audience demographics:

**2 billion**  
Monthly active users

Largest age groups:  
**18 to 34 years**

Interests:



**Fashion & Beauty**



**Music**



**Food & Drink**



**Film**



**Technology**

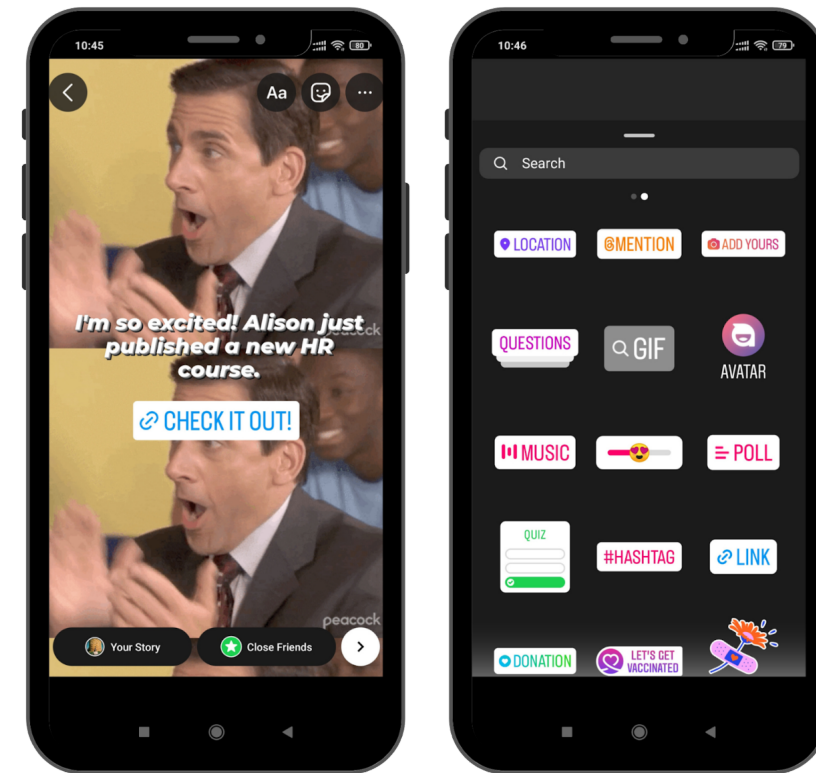


**Travel**



**Parenting**

Instagram stories are a great way to get creative! Instagram allows you to add fun elements like text, stickers, questions, polls, music & filters to your stories - all of these are fantastic ways to grab people's attention & make them want to interact with your post.



## Link in Bio

Instagram doesn't allow clickable links in post descriptions, but you can add a link to your bio. We recommend creating a multi-link that hosts several links in one place. A great and free tool you can use is [LinkTree](#).



## Reels

We bet you've spent hours on end scrolling through Instagram Reels - so have we! Instagram Reels have been around for quite some time and are, in a nutshell, a way for you to create short, captivating videos and share them with your followers.

*Here is what you can do with Instagram Reels:*

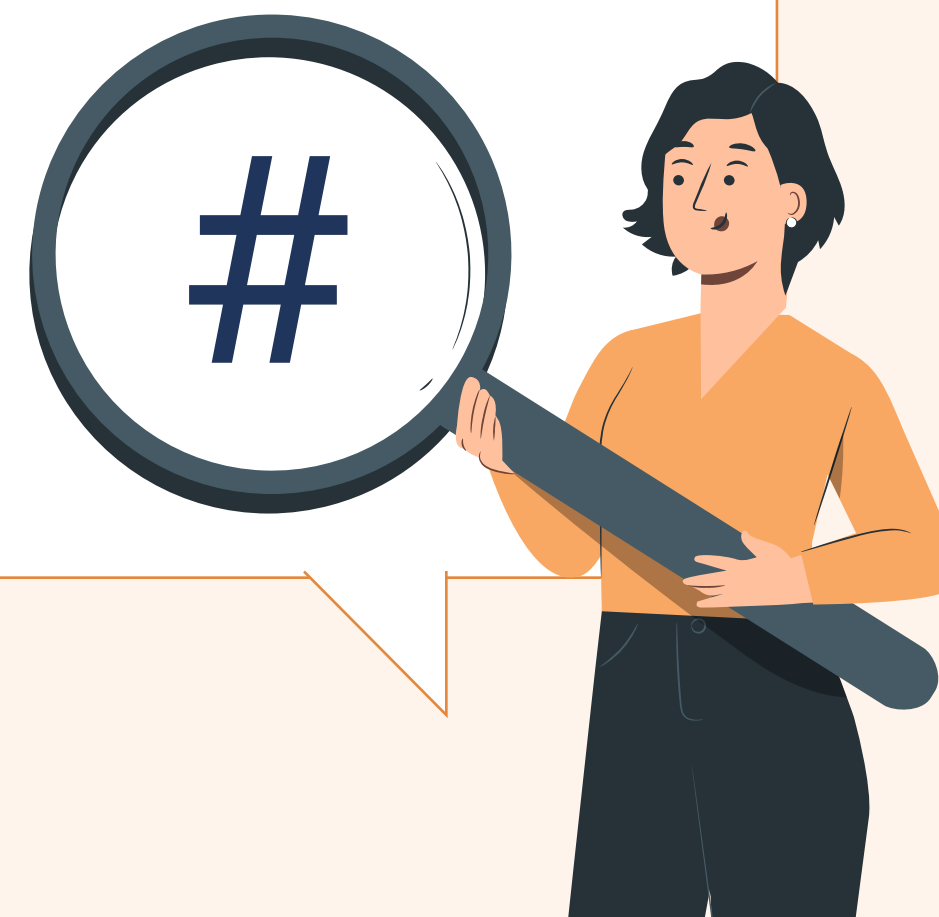
- Add multiple videos or images to create a longer video. You also have the option to choose multiple layouts - side by side or a collage.
- Use filters to change the look of your videos or images.
- Add text to call out to something specific in your Reel.
- Add a trending sound or song to go with your video.



## How To Use Hashtags On Instagram

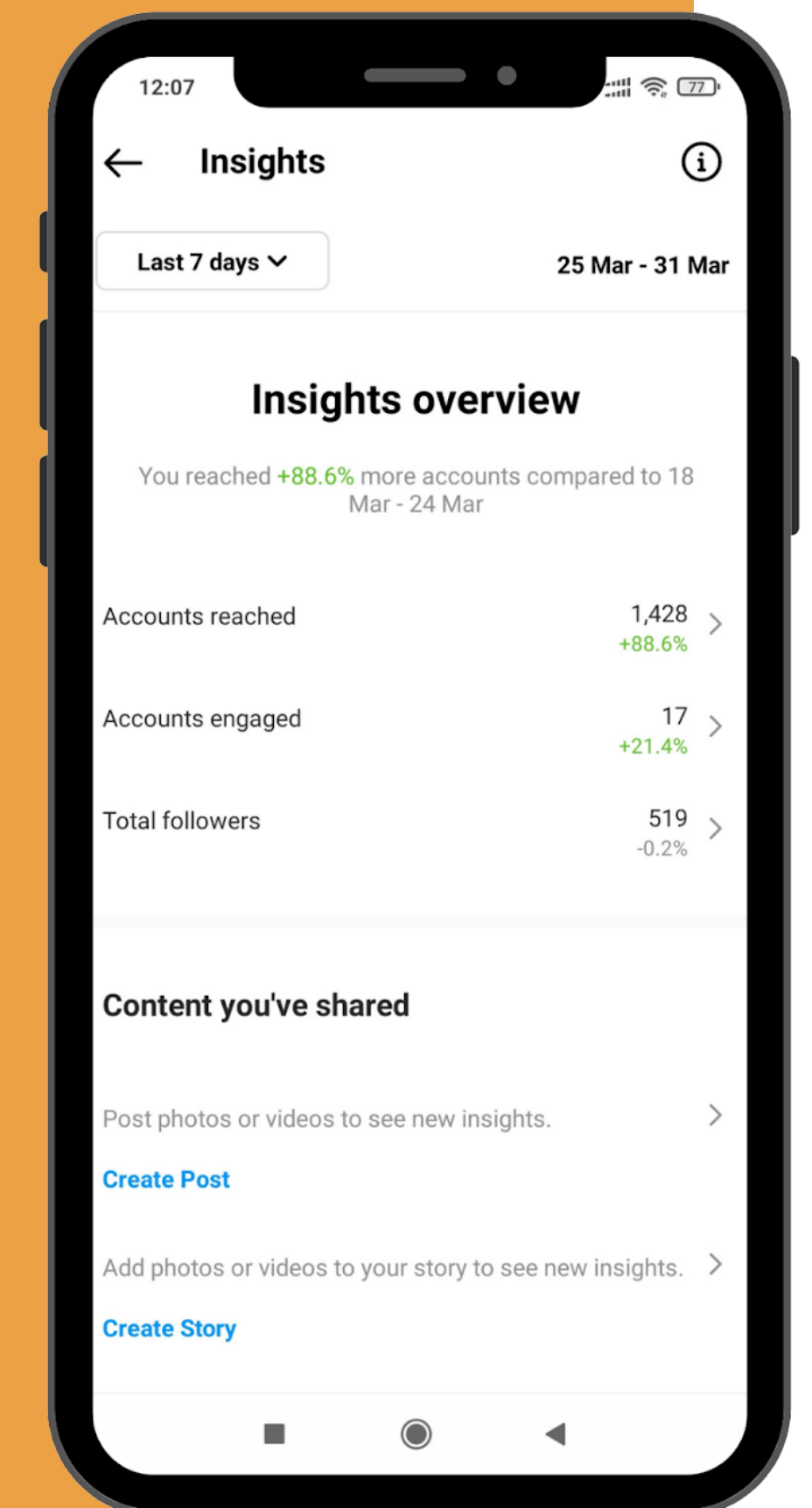
Hashtags are used to categorise content and make it discoverable by people on Instagram. When you click on a hashtag, you will see a collection of posts containing the specific hashtag. Instagram also allows people to follow hashtags they find interesting. If someone follows the hashtag #petgrooming, they will see pet grooming posts on their feed.

Using the right hashtags ensures that the right people see your posts!



## Switch To A Creator Account

A standard Instagram account doesn't allow you to monitor how your grid posts, stories and reels are performing. If you switch your account to a creator account you will get access to your Instagram analytics which will show you how well your posts are performing. The more you know, the better you can promote your Affiliate links!





# 1.5 How To Promote Your Affiliate Links On TikTok

TikTok has taken the social media industry by storm! What started as an app for teens to partake in dance challenges, has now become one of the world's most-used social apps.

TikTok only has one content format and that is video content and it's very similar to Instagram Reels. Here is a list of things you can do on TikTok:

- Video length: You can create videos of up to ten minutes long.
- Live streams: If you have more than 1000 followers, you can do live videos.
- Duet: You create a Duet with another TikTok video.
- Stitch: You can Stitch new or alternative endings to other TikTok videos.
- Multiple videos: You can string together multiple videos & photos to create one longer video.

Typical  TikTok audience demographics:

**1 billion**  
Monthly active users

Largest age groups:  
**10 to 19 years**

Interests:



**Fashion & Beauty**



**Music**



**Food & Drink**



**Film**



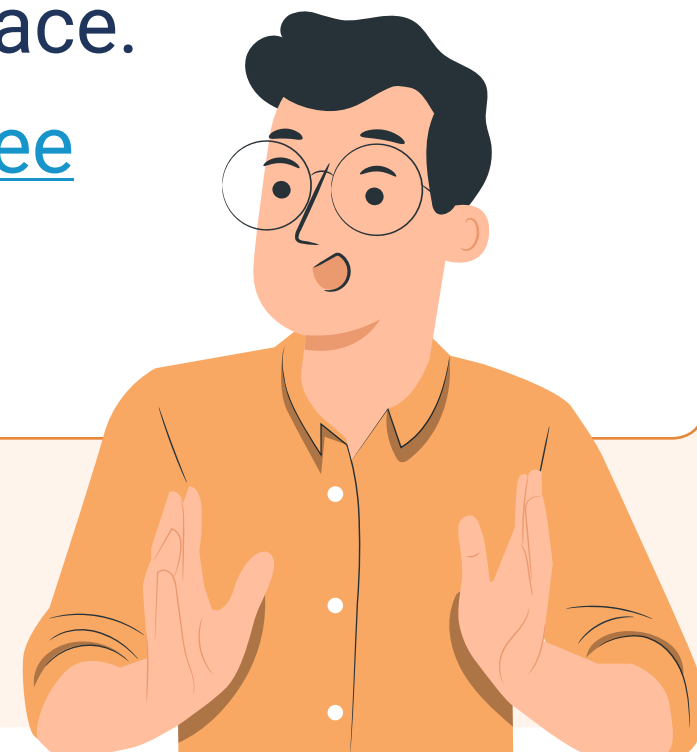
**Technology**



**Travel**

- Adding text: You can add text to the entire video or parts of the video. You can also convert the text to an audible voice over.
- Special effects: There are many effects to choose from like greenscreen, big head & several appearance-changing filters.

Just like with Instagram, TikTok doesn't allow you to add clickable links in post descriptions, but you can use [Linktree](#) or a similar tool, to host multiple links in one place. You can easily add your [Linktree](#) to your TikTok bio.



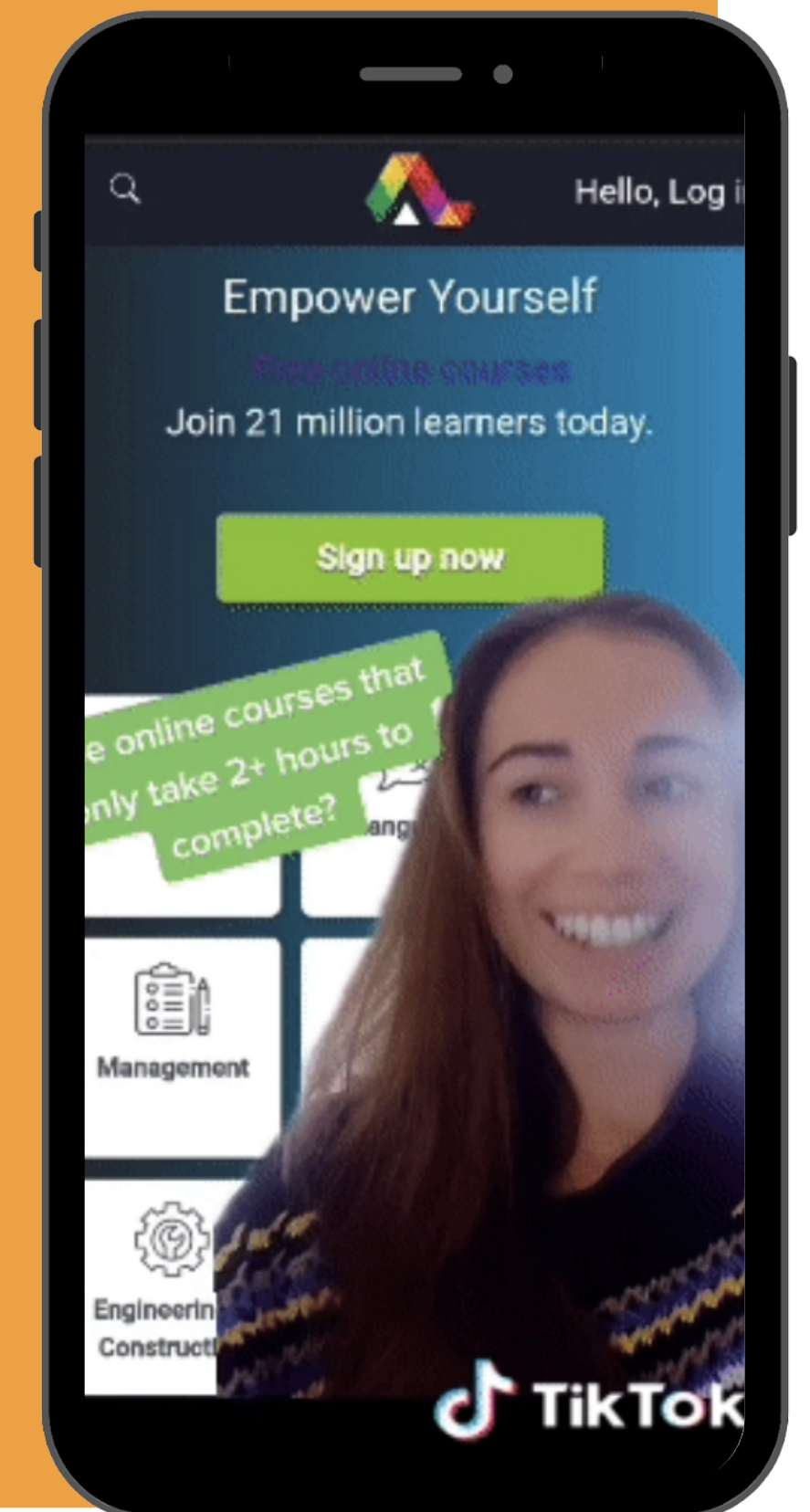
## TikTok Trends

TikTok is considered by many as the birthplace of social media trends - and TikTok trends happen very quickly and very frequently. Trends are more often than not linked to a sound or song and can reach a global level, but you will also find trends specific to your country. The key to TikTok success is to keep up with these trends and find a way to incorporate your Affiliate marketing into them.



### Pro Tip:

Free trend discovery tools like [Tokboard](#) allow you to stay on top of the latest trends.



# Top Tips To Remember

Promoting your affiliate links on social media might seem scary at first, but if you follow the practical tips in this guide, you will be earning megabucks soon!

1. Not all social media platforms are the same. Customise your links according to the type of person who typically uses the individual platforms.
2. Get creative! Explore different content and posting options to keep your audience interested in what you are posting.
3. Use [TweetDeck](#) and [Tokboard](#) to stay on top of trends.
4. Use free social media scheduling tools to help you plan your content.
5. Don't oversell and keep it personable - you are a human promoting courses and tools to other humans.

