



WELCOME
AND
HELLO

DIGITAL MARKETING BEGINNERS GUIDE

Learn how ordinary people are making six-figures by promoting things that people already want to buy.



BEFORE WE START...

Allow me to introduce myself - I'm Ashley! I'm a wife and mom of 2 littles. Dental hygienist, turned network marketer, turned digital marketer. I've been working from home for the last five years and so I've never had to go a day without my babies (2.5 & 1.5 y/o). I've never been one that's been ok with living paycheck to paycheck or the idea of working 40 hrs a week for 40 years just to enjoy a few years in retirement - hence why I left my dental hygiene career early on.

Back in December money was getting a little TOO tight, after I changed network marketing companies and that's when I found digital marketing. I truly have never experienced freedom of time and finances quite like this. The fact that I set a system in place ONE time and it runs with, or without me, is quite literally the best thing for anyone who wants to create true PASSIVE income.

MADE BY ASHLEY LOCHEN
EBOOK

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OR CREATING YOUR OWN PRODUCT
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DRIVING TRAFFIC
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*Let's get
started*



GETTING STARTED

WHY DIGITAL MARKETING

CHAPTER ONE



@ashley.theaffiliate



The Highest Paid Freelance Job

Forbes magazine just announced that Digital Marketing (also known as affiliate marketing) is going to be **one of the high paid freelance jobs of 2023**.

What is Affiliate Marketing?

Affiliate Marketing is when you promote another person's product to earn a commission. When you apply to be an affiliate with a company, they give you a link that is specific to YOU. You promote that company's product, and when someone buys using your link, that company pays you a commission! This is great for beginners because it has low start up costs, high return, and requires no experience! [This video will explain everything!](#)

One of the Fastest Growing Industries

86% of companies have affiliate programs and use affiliate marketers to bring in 40% of their revenue! This is an 8 billion dollar industry that's continuing to grow!

The Easiest Way to Make Money Online

With affiliate marketing, you DON'T have to create a product or service, you don't need a team or employees, you don't have to deal with inventory or shipping anything, and you don't have to deal with customer support or returns. The process itself is very simple.

GETTING STARTED

CHOOSING YOUR NICHE

CHAPTER TWO



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Choose A Niche You're Passionate About

This is quite possibly the most important step in the whole process of digital marketing! This is going to determine what products you promote and who your audience is.

This is going to make your marketing job much easier. People will be far more likely to buy from you when you can speak naturally and passionately about a brand or product. Here are some examples to help you brainstorm:

- Health and Fitness
- Fashion
- Wealth
- Travel
- Home Decor
- Parenting
- Food

When picking a niche, you want to ensure it's broad enough to gain traction, but niched down enough that people can see real value in the content that you're creating.

GETTING STARTED

CHOOSING YOUR AFFILIATE PARTNERS

CHAPTER THREE



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Choose your Affiliate Partners

1. This is where you will pick the products that you will market in your niche
2. When choosing companies to work with, it's easy to want to choose the big dogs like Target, Amazon, Walmart, etc. But you'd be surprised at how many affiliate programs are out there!
3. Something I do when I am looking for products to promote is to think about my target audience. For example - if my niche is parenting, then maybe my target audience is new moms. Then, create a list of problems and needs that your target audience has. For new moms it may be breastfeeding, or sleep issues with the baby. Then find products that solve that person's problem! For example, find products/courses that will help with breastfeeding/sleep. The possibilities are endless.



THINGS TO LOOK FOR WHEN CHOOSING A COMPANY TO WORK WITH:

1. You want a company with both high ticket and low ticket items (lower in cost and higher in cost)
2. 30% commission or higher
3. Cookie duration of at least 30 days

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GETTING STARTED

APPLY TO BE AN AFFILIATE + DRIVE TRAFFIC

CHAPTER FOUR



@reallygreatsite



Apply to be an Affiliate + Driving Traffic

I get asked this question all the time. "How do I apply to be an affiliate?". The answer is so simple. Google the company you want to work with + affiliate program, and it will bring you directly to the link that you use to apply.

In most cases, the company will accept you immediately, and you'll receive your affiliate link right away. Sometimes, it may take a few days for them to review your application.

Keep in mind, most companies DO NOT have follower requirements. I applied for my affiliate programs with zero followers. If a company you want to work with does have follower requirements, no need to worry! Work with the ones that don't, and once you build up your following, you can go back and reapply. **Pro Tip: if you cannot find an affiliate program you want to partner with, CREATE YOUR OWN DIGITAL PRODUCT.**

Driving traffic is the best part & SO FUN. This is where you create content to promote the product and services in your niche.

You can drive traffic to your links in a number of ways. You can create content on TikTok, Instagram, Facebook, Pinterest, or YouTube, or any social media site, really! Some people strictly just run paid Facebook and Google Ads and that's a great way, too!

Traffic DOES NOT mean followers! You do not have to have a lot of followers to do this. You can create a simple TikTok that might reach millions of people

The Final Launch Into Digital Marketing

The steps on this page are optional, but if you want to make the most amount of money doing this, then I highly recommend taking these steps seriously

Step 1: Create a Sales Funnel

A sales funnel contains 2 pages that the consumer clicks on:

1. An opt-in page - this is a page that asks for the consumer's email address. This allows you as the affiliate to continue to send out emails that will follow up with the person and promote more products in that niche in the future.
2. A bridge page - this page is what introduces the customer to the product or service that they are looking for

Step 2: Create an email autoresponder

This is what collects emails from the "opt-in" page and puts them into an automated system which follows up with potential customers.

*Research shows that people usually purchase a product either on their 5th time or 12th time of being exposed to the product (not the first), so having an automated email system allows you to continue to follow up with the customer to make the most amount of possible sales.



TAKE A DEEP BREATH

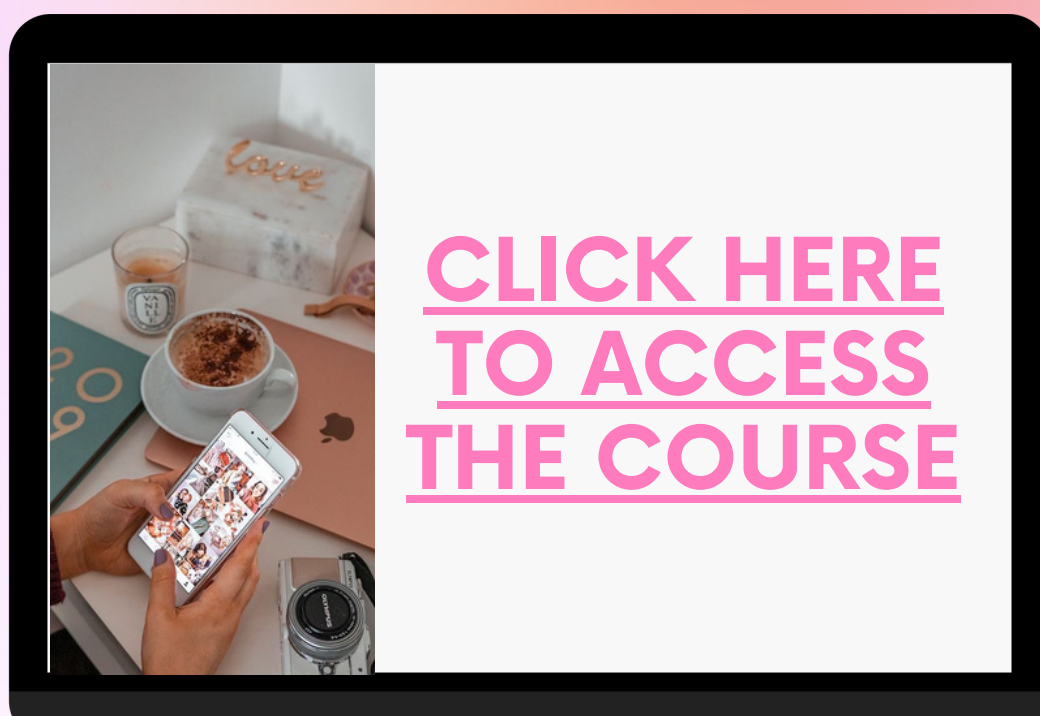
I know that was a lot of information. You might feel overwhelmed. Learning a new skill can be daunting, but oh so worth it!

Everyone starts off as a beginner. I had no idea how to get started with this but the more I dug into it the more confidence I gained & now I could do this in my sleep.

The course I linked below and the community that came along with it equipped me with the knowledge to move forward. If it wasn't for that, I guarantee I would've either given up or still been trying to do my own research to figure everything out.

I truly mean it when I say that it completely changed my life. This gave me the freedom of time, that not even network marketing could fully give me, and the financial stability to be able to enjoy my life without feeling guilty about it, no longer tied to my phone & definitely allowing me to not have to get a job when things got tight. There is no way I would ever leave my babies, these years are so precious and I will never get them back. Affiliate marketing has allowed me to live financially abundant & be a full time stay at home mama.

Trust me when I say, if I can do it, you can do it!





**YOUR NEW JOURNEY IS ABOUT TO
BEGIN.
OPEN YOUR MIND.
TAKE NOTES.
GET EXCITED.**

