

# THE AFFILIATE COPYWRITING BLUEPRINT

HOW TO WRITE AFFILIATE CONTENT  
THAT BUILDS TRUST, DRIVES CLICKS  
AND GROWS YOUR COMMISSIONS





Many successful affiliate marketers made their sales from content writing. If you're just starting in affiliate marketing or your content isn't making enough sales, this article is a must-read for you. Affiliate marketing is not a walk in the park, but with the right strategies and guidance, you can benefit from it. Let's dive into some of these strategies.

## **Content Types For Affiliate Marketing**

Writing for affiliate marketing is rooted in one thing- offering value. Before you can effectively sell to someone, you must have helped them in some way. Either by teaching them something new, providing the answer to a question they have, or even entertaining them.

After that, how you present your products to your audience and goes a long way in determining profitability. Here are some of the common affiliate marketing content types.

### **Listicles**

Also known as list-style, this article type is very popular. You write it in the format of a list. Using this style, you can write about several products in one article, compare them and give reviews for each.

**‘How-to’ articles** This article type is preferable for more technical products. If you're trying to promote a product which users will require a guide to use, how-tos could be helpful. When writing this type of article, keep your paragraphs short and explain with a step-by-step method. You could use images and screenshots for illustrations.

## Product Reviews

Writing a review on a product or service is another popular affiliate marketing tool. Your review should focus on facts, highlight pros, and mention cons. Include the affiliate link in your review.

## Tips For Writing Content For Affiliate Marketing

While presentation matters, the contents of your article matter more. Here is some helpful affiliate marketing content writing tips.

### Write about products you're interested in

Nothing beats writing about a product you love and have experienced yourself. Your interest in it will shine through your writing. Share your experiences and opinions on the product and be as relatable as possible.

### Do your due diligence

Research is the bedrock of content writing. Start with your target audience and find out their demographics. Are they youths, middle-aged or elderly? This will help in creating appealing content for them.

Search other online platforms and scout for questions your audience may have. Answer them in your article and don't forget to back them up with facts.

### Write consistently

One good way to build authority as an affiliate marketer is to post consistently. Publishing content just on any day would make you seem unreliable. Have a specific schedule you follow when posting content on a product.



For instance, you could choose to publish affiliate marketing content every Tuesday and Friday. That way, your audience can always expect to see new content on your website on those days.

## **Keep search engine ranking factors in mind**

SEO trends are evolving and, as an affiliate marketer, you need to follow the times. Research relevant keywords to your topic and use them organically when writing the article. Do not spam your article.

We advise that you have a primary keyword that will appear in your heading, meta description and meta title. Optimizing your article for SEO will lead to higher rankings and thus more traffic to your website.

## **Prioritize quality content**

Successful affiliate marketers have quality content that makes their audience trust their recommendations. So, you should post content that will attract your audience and keep them coming.

We advise that you have a primary keyword that will appear in your heading, meta description and meta title. Optimizing your article for SEO will lead to higher rankings and thus more traffic to your website.

## **Conclusion**

Writing content for affiliate marketing doesn't come easy to everyone. However, if you follow the strategies outlined above, you'll be one step closer to making more sales as an affiliate marketer. Now, go get to work.

## **References**

[1] Hosting Tribunal [101 Interesting Affiliate Marketing Stats](#)