

PROMO TRACKER

Month:

Year:

PLANNED CAMPAIGN AND PROMOTION	
Abandoned Cart	
Recently Favorited	

INDIVIDUAL COUPONS				
Coupon Code	Discount	Duration	Uses	Revenue

FUTURE PROMOTIONS:

HOLIDAY PROMOTIONS:

AFFILIATE TRACKER

AFFILIATE COMPANY

START DATE: _____

COMMISSION: _____

PAYOUT EVERY: _____

LINKS/PROMO CODES

PRODUCT/SERVICE

NOTES

AFFILIATE COMPANY

START DATE: _____

COMMISSION: _____

PAYOUT EVERY: _____

LINKS/PROMO CODES

PRODUCT/SERVICE

NOTES

DAILY GOAL TRACKER

Today's Date:

Goals:

Priorities

Schedule

1

2

3

4

To Do

5

6

7

8

9

10

11

12

[illegible]

CREATE A LANDING PAGE

A landing page is going to be the page that is designated purely to help you sell your product. This page is considered a sales funnel and should be geared towards converting prospective clients into paid customers. No matter what your niche is, your landing page is extremely important and helpful. It is best integrated with email marketing as well.

Check List:

- ☐ Identify which landing page tool you will be utilizing.
Examples: Builderall, Groove Funnels, Click Funnels, Lead Pages
- ☐ Have a long, narrow design that is mobile friendly but also looks good on Desktop
- ☐ Red & Orange color schemes encourage impulse buys while Blue and Green inspires trust
- ☐ Break up your text. No one wants to read a novel. Make sure your paragraphs flow and are straight to the point.
- ☐ Use a lot of bold headers and lists. The natural eye is more likely to see bold words and lists before skimming a paragraph
- ☐ Outline the pain points of the problem you are solving and how your program will provide a solution. List the proof!
- ☐ Insert your "Buy Now" button throughout the sales funnel page as well as any emails and email reminders

Notes:

--	--

EMAIL MARKETING METHODS

Email Marketing is a useful tool for businesses and organizations to communicate with their audience and promote their products or services.

Email Marketing Stats:

- **Open Rates:** The average open rate for email marketing is around 18-20%, according to HubSpot. However, this can vary depending on the industry, the size of the email list, and other factors.
- **Click-Through Rates:** The average click-through rate for email marketing is around 2.5-3%, according to Constant Contact. Again, this can vary depending on various factors.
- **Personalization:** Personalized emails can increase open rates by up to 29%, according to Experian.
- **Mobile Optimization:** About 46% of emails are opened on mobile devices, according to Litmus. Therefore, it is essential to ensure that emails are optimized for mobile viewing.
- **Timing:** The best time to send emails depends on the audience and the goals of the campaign. However, studies have found that the highest open rates occur on Tuesdays, Wednesdays, and Thursdays, according to CoSchedule.
- **Automation:** Automated emails can result in open rates that are 70.5% higher than non-automated emails, according to Epsilon.

How To Set Up Email Marketing:

- ☐ Choose an autoresponder. Depending on what you choose for your landing page, it might already come with an email client.
Ex: Builderall, GrooveFunnel, aWeber, Get Response, Wordpress
- ☐ Add an Opt-In option on all your touch points (landing page, emails, social, videos, etc)
- ☐ Utilize free content, or freebies, as an opt-in incentive to join your mailing list

ORGANIC MARKETING METHODS

Organic marketing, also known as inbound marketing, is a type of marketing strategy that focuses on attracting and engaging customers through the creation of valuable and relevant content. The goal of organic marketing is to build a relationship with the audience, establish trust, and create brand awareness.

Organic marketing involves optimizing content for search engines so that it appears at the top of search results when people search for relevant keywords. This is achieved through techniques such as search engine optimization (SEO), which involves optimizing content with relevant keywords, meta tags, and other on-page elements.

Options:

- ☐ Create a blog or a YouTube Channel. If showing your face is not your thing, focus on traditional text content on social platforms.
- ☐ Seo SEO (Search Engine Optimization) and social media to drive people to your blog and content.
- ☐ Deliver quality content in a timely manner. Create a schedule and utilize online automation tools for posting frequently.
- ☐ Be consistent with content and your niche. Be in touch with your subscribers and followers.
- ☐ Create a strong and personal brand. Choose a niche that you actually enjoy talking about and products that you can stand by.

Notes:

--	--

IDENTIFY YOUR AUDIENCE

Utilize this checklist to ensure that you have identified these areas in your business.

When selecting a niche for affiliate marketing, it's important to choose a market that aligns with your interests, skills, and knowledge. Here are some steps to help you pick a niche:

Steps:

- ☐ Identify your interests: Start by brainstorming a list of topics that you enjoy and have a passion for. This could be anything from fitness to fashion to technology.
- ☐ Research the market: Once you have a list of topics, research the market to determine if there is a demand for products or services in that niche. Look for trends, popular products, and other factors that can indicate if there is a viable market.
- ☐ Evaluate competition: Check out what other affiliates are promoting in the niche and see if there is room for you to stand out. Determine what makes you different and how you can offer something unique to the audience.
- ☐ Assess profitability: Look at the potential earnings for the niche by researching the commission rates and the average price point for products in the market. Determine if the potential income aligns with your goals.
- ☐ Consider your audience: Think about the audience you want to reach and what they need or want. Consider the demographics, interests, and pain points of your target audience and how you can serve them with valuable content and products.
- ☐ Test and refine: Once you have selected a niche, test different products and strategies to determine what works best for your audience. Continually evaluate and refine your approach to ensure that you are maximizing your earnings and providing value to your audience.

Notes:

--	--

CHOOSING YOUR PROGRAM

You'll want to select an affiliate marketing program. An affiliate marketing network is a platform that connects merchants who have products or services to sell with affiliates who want to promote those products or services and earn a commission for each sale.

Here are a few affiliate marketing networks to choose from:

- Amazon Associates
- ShareASale
- Commission Junction
- ClickBank
- Rakuten Marketing

Selecting an affiliate program requires a thorough evaluation of the commission structure, product or service, network, company, promotional materials, and terms and conditions. By taking the time to carefully consider these factors, you can choose an affiliate program that aligns with your goals and maximizes your earnings potential.

Tips:

- ☐ Select a product that has good commissions. At least 50% or more
- ☐ Select a product that has a clear and obvious benefit to the prospective customer
- ☐ Select a product that is appropriately priced from a consumer prospective
- ☐ Evaluate products with membership programs or services that can provide you with passive, recurring commission
- ☐ Sign up as an affiliate for the program you prefer and get an affiliate referral link

Notes:

--	--

Landing Page URL:

[illegible]