

The ultimate FREE

DIGITAL & AFFILIATE MARKETING GUIDE



Contents



+ 1 Bonus at the END

- **Introduction to Digital Marketing**
- **Understanding Affiliate Marketing**
- **Choosing profitable Niches and Products**
- **Building your Digital Presence using resources and tools for Digital & Affiliate Marketing**
- **Content & Hooks ideas**
- **Introduction to the Digital Course that I used. + Motivational & Mindset videos**
- **Recommended Items to have**
- **Conclusion + Bonus**

INTRODUCTION

Hi, I'm Eleonora (Ellies).

Hello there! I'm a 25-year-old mom embarking on an exciting new chapter, transitioning from Italy to Canada. With a background of four years in sales, I've recently embarked on a journey into the realm of digital marketing.

My dive into digital marketing came from growing up with little, where every penny counted. Seeing loved ones struggle alongside me, and not being able to help, hit hard.

It made me hungry for change. So, I turned to digital marketing. It's my way out of the money struggle and a way to help others up too.

My passion lies in empowering fellow women to achieve financial independence and embrace the vast opportunities within the digital marketing landscape.

Through my own experiences and expertise, I aim to **guide and support women in unlocking their potential, navigating the digital realm with confidence, and ultimately realizing their dreams of financial freedom.**

Join me on this empowering journey as we pave the way for a brighter future together.



Getting Started in Digital Marketing

What is Digital Marketing?

Digital marketing means promoting things like products, services, or brands using the internet and technology. It's like advertising online instead of using traditional methods like TV ads or billboards.

Why is Digital Marketing Important?

Digital marketing is really important nowadays because most people spend a lot of time on the internet. So, if businesses want to reach these people, they need to use digital marketing. It helps businesses talk to their customers in a more personal way and helps them measure if their marketing is working or not.

How Digital Marketing has Changed Over Time

Digital marketing has changed a lot since it started. Before, it was mainly banner ads and emails. But now, there are social media sites like Facebook and Instagram, search engines like Google, and lots of other ways to reach people online. Businesses also use things like blogs, videos, and podcasts to get people interested in what they're selling.

Conclusion

Digital marketing is all about using the internet to talk to people and sell things. It's always changing, so it's important to keep learning about new ways to use it to reach customers.

In simple terms, digital marketing is about using the internet to advertise and connect with customers, and it's really important because so many people spend time online.

Understanding Affiliate Marketing

What is Affiliate Marketing?

Affiliate marketing is like being a friendly middleman between a company that sells products or services (like an online store) and people who want to buy those products.

How Affiliate Marketing Works

Imagine you love a product so much that you tell your friend about it. Your friend trusts your recommendation and buys the product. Now, instead of just telling your friend for free, imagine if the company selling the product gave you a small reward for bringing them a new customer. That's basically how affiliate marketing works!

Benefits of Affiliate Marketing

The cool thing about affiliate marketing is that you don't need to create your own products or handle any customer service stuff. You just focus on sharing products you love with others, and you get a little something in return when people buy through your recommendation. It's a win-win situation for everyone involved!

In the chapters below, we'll dive deeper into how affiliate and Digital marketing can help you earn money online, the different ways you can get involved, and some tips and tricks for success.

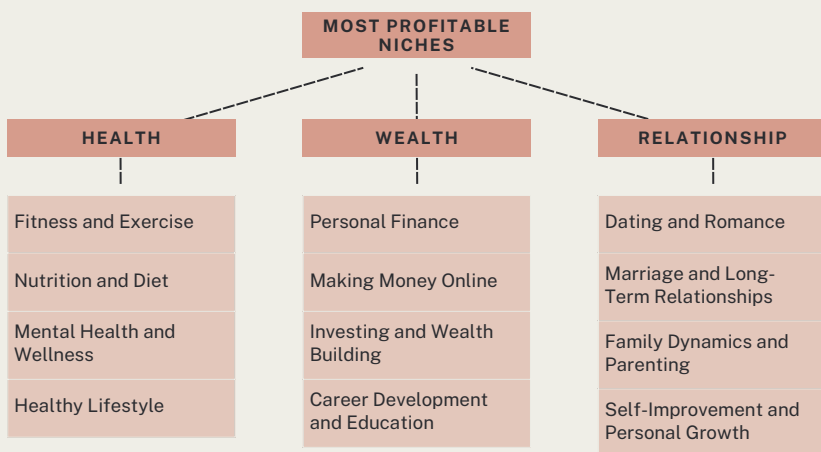
INITIAL STEPS TO START



Choosing profitable Niches and products

What's a Niche?

A niche is like a special corner of the market—it's a specific topic or interest that people care a lot about. For example, fitness, cooking, gaming, or pet care are all different niches.



Why Choosing the Right Niche Matters

Imagine you're at a big party with lots of people. If you start talking about something everyone's interested in, like a popular movie or a cool new gadget, more people will pay attention to you. It's the same with choosing a niche for affiliate marketing. You want to pick something that lots of people are interested in so you have a bigger audience to share products with.

How to Choose a Profitable Niche

- **Passion and Knowledge:** Think about what you're passionate about or know a lot about. When you're excited about something, it's easier to talk about it and convince others to check it out.
- **Demand and Competition:** Look for niches where there's a demand for products but not too much competition. You want to find a balance between something people want and something not everyone else is already talking about.

Picking Profitable Products

Once you've chosen a niche, it's time to find products to promote as an affiliate. Here's how:

- **Research:** Look for products within your niche that are popular and have good reviews. Check out what other affiliates are promoting and what customers are saying about the products.
- **Commission Rates:** Check how much commission you'll earn for promoting each product. Some products offer higher commissions than others, so it's important to find a good balance between commission rates and product quality. (Minimum 30% is what I advice)
- **Relevance:** Make sure the products you choose are relevant to your audience and fit their needs. You want to promote products that your audience will find useful and valuable.

Conclusion

By choosing a profitable niche and selecting the right products to promote, you'll set yourself up for success in affiliate marketing. In the chapters ahead, we'll explore how to research affiliate programs, find the best products to promote, and build a successful affiliate marketing business.



Building Your Digital Presence using resources and Tools for Digital & Affiliate Marketers

HOW TO BUILD YOUR DIGITAL PRESENCE:

- **Set Clear Goals:** Define your objectives for building your digital presence. Whether it's increasing brand awareness, driving website traffic, or generating affiliate revenue, having clear goals will guide your efforts.
- **Produce High-Quality Content:** Create valuable and engaging content that resonates with your target audience. Publish blog posts, articles, REELS, infographics, and other multimedia content regularly to attract and retain visitors to your website.
- **Leverage Social Media:** Utilize social media platforms to expand your reach and engage with your audience. Choose platforms where your target audience is most active and share your content regularly. Use social media management tools to schedule posts and track performance.
- **Build an Email List:** Implement email marketing strategies to capture leads and nurture relationships with your audience. Offer incentives such as lead magnets or exclusive content to encourage visitors to subscribe to your email list. Use email marketing software to design and send targeted email campaigns.
- **Engage with Your Audience:** Foster a sense of community by actively engaging with your audience across different channels. Respond to comments, messages, and social media interactions promptly. Encourage user-generated content and facilitate conversations around your brand or niche.

HERE THE TOOLS:



TOOLS

Tool Name	What's for?	Pros	Cons	LINK
CANVA	Create & Design your content	Intuitive user interface		<u>CLICK HERE</u>
SYSTEM.IO	To create funnels & email marketing	Has a free plan and is cheaper than others. Is beginner friendly	You need to see their video tutorial to set up well the funnel.	<u>CLICK HERE</u>
STANSTORE	To Host your links in your BIO and receive payments	Very easy to use	Has a monthly fee of 20\$ month	<u>CLICK HERE</u>
CAPCUT	To edit in a wonderful way your reels	Done for you templates. So much ideas	It could be time spendind to edit and then upload to platforms.	<u>CLICK HERE</u>
NOTION	To Organize yourself and your goals or work with your team.	FREE for your own use	new users may find it overwhelming or confusing at first	<u>CLICK HERE</u>

This is ALL you need to start with your business

Content & Hooks ideas

What is a Hook and why is SO important??

A hook is like a catchy start to a story or a video that grabs your attention. It's important because it makes you want to keep watching or reading. Just like a good movie trailer makes you excited to see the movie, a good hook makes you interested in what comes next. It's the first thing that gets you interested in what's being said or shown.

HOOK IDEAS

The truth about...

I'll be honest...

HERE ↓

Listen up!

Here's what I would tell ___ if they ___

3 things I wish I knew about ___

Don't make this mistake!

POV: ___

If you wish you could ___

Don't believe THIS lie...

5 ways to ___

Be careful not to do this...

3 things to stop doing

Read this if ___

You do not have to ___ if you want to ___

This is your sign to ___

The secret to...

You won't believe this...

Ways to save time on ___

MYTH:

3 mistakes to stop making on ___

Did you know?

REMINDER for ___

The WORST way to...

Steal my...

What your ___ says about you

Do THIS if you...

I was wrong...

Calling all ___!

You'll never guess...

3 things I learned from...

5 things to stop doing if you want ___

Not to be dramatic, but...

Okay, I know what you're thinking...

This feels illegal to know...

You're not going to believe what I just did

This will change how you ___

This might shock you...

Somebody has to say it...

Unpopular opinion warning...



20 CONTENT FOR REELS IDEAS

- **Quick Tips:** Share bite-sized tips or hacks related to your niche.
- **Behind the Scenes:** Offer a glimpse into your daily work routine or creative process.
- **Product Demonstrations:** Show how your product works or highlight its key features.
- **Customer Testimonials:** Share testimonials or reviews from satisfied customers.
- **Trending Challenges:** Participate in popular challenges relevant to your audience.
- **Q&A Sessions:** Answer common questions or address FAQs from your audience.
- **Before and After Transformations:** Showcase the transformation your product or service brings.
- **Time-Lapse Videos:** Condense a longer process or project into a short, engaging video.
- **Day in the Life:** Show a day in your life as a marketer or entrepreneur.
- **Educational Content:** Teach something new related to your industry or niche.
- **Inspirational Quotes:** Share motivational quotes or affirmations with your audience.
- **User-Generated Content:** Repurpose content created by your followers or customers.
- **Industry News and Updates:** Share the latest news or trends in your industry.
- **Product Comparisons:** Compare your product with competitors or different versions.
- **Fun Facts:** Share interesting facts or statistics related to your niche.
- **Challenges and Solutions:** Highlight common challenges and offer solutions or advice.
- **Tutorial Videos:** Provide step-by-step tutorials on using your product or service.
- **Client Spotlights:** Feature success stories or case studies of satisfied clients.
- **Myth Busting:** Debunk common myths or misconceptions in your industry.
- **Humorous Content:** Inject some humor into your reels to entertain your audience.

UBC – introduction to my course.



THE ULTIMATE BRANDING COURSE

A group of marketers with three decades of experience combined came together to create the most comprehensive course on social media & branding you've ever seen!

Includes everything you need to know to build an infectious brand online & not just gain followers, but learn how to convert followers into customers! Your brand is one of the most important assets you have because it appreciates the value of everything else that you do!

Who is this course for?

This course is for you if:

- You want to build a powerful brand & social media presence
- You want to increase sales for your online business or digital products
- You're looking for an additional stream of income through MRR
- You want to make \$\$\$ online with or without showing your face

LEARN MORE



Here the table of content





introducing...

THE ULTIMATE BRANDING COURSE

what's included?

Module 1: Building Your Sales Funnel
Module 2: High Quality Branding
Module 3: How to Launch
Module 4: Instagram
Module 5: TikTok
Module 6: Content Creation
Module 7: Email Marketing
Module 8: Attraction Marketing
Module 9: Being Efficient
Module 10: How To Stay Organized
Module 11: Beginner Instagram Reels
Module 12: Video Editing With VLLO
Module 13: Video Editing With CapCut
Module 14: Creating Value Videos
Module 15: Selling Online
Module 16: Mindset for a Successful Business
Module 17: Daily Method of Operations
Module 18: How to Use ChatGPT
Module 19: Faceless Marketing
Module 20: Beauty Business Marketing
+ MUCH MORE

LEARN MORE



WHY UBC?

- 220+ Videos
- Downloadable Funnel & E-mail Templates
- Live Weekly Q&A & Mindset Calls
- 4 Languages: English, Spanish, French & German
- No Upsells & Lifetime Updates!

The best part? It comes with Master Resell Rights!! Which means that when you buy this course, you also buy the right to re-sell it for 100% profit!

BUT WAIT THERE IS MORE:

You will receive my Ultimate Faceless Business Bundle, which includes: Ultimate Faceless Playbook, From Views to Conversions guide, Canva 101 guide, 90 days worth of social media content guide with 101 hooks and CTAs (all come with full resell rights) + Freebie template.

PRODUCT 1



**SELLS FOR
\$47-\$97**

147 pages

PRODUCT 2



**SELLS FOR
\$47-\$97**

109 pages

PRODUCT 3



**SELLS FOR
\$47-\$97**

45 pages

[LEARN MORE](#)



PRODUCT 4



**SELLS FOR
\$47-\$97**

74 pages

PRODUCT 5



**SELLS FOR
\$47-\$97**

45 pages

PRODUCT 6



**SELLS FOR
\$47-\$97**

111 pages

PRODUCT 7



**SELLS FOR
\$5-\$27**

59 pages

PRODUCT 8



**SELLS FOR
\$47-\$97**

43 pages

THE FACELESS FORTUNE



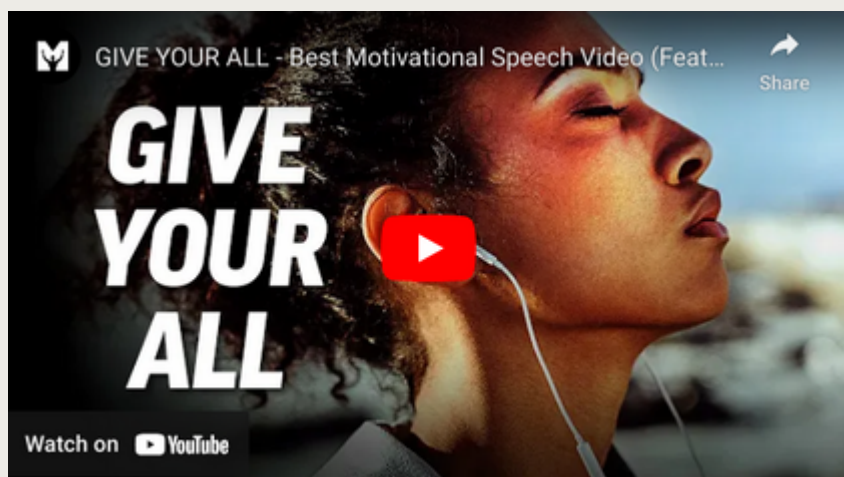
**SELLS FOR
\$197**

43 pages

ALL the added guides that comes with the course and All with 100% rights to resell.

[LEARN MORE](#)





Ready to level up your game in 2024? Make it the best year you ever had!

No Refunds: Due to the nature of digital products & the ability to instantly access and download them, we do not offer refunds once the purchase is made. All sales are final.

No income claims are guaranteed, due to personal efforts.

Reccomended Items to have

Here some items that I use to film my content or to motivate me.
Or simply stuff that I like and Love to share with you.

THEY ARE NOT NECESSARY - THEY ARE JUST TO UPGRADE

[CLICK HERE TO PURCHASE](#)



[CLICK HERE TO PURCHASE](#)



[CLICK HERE TO PURCHASE](#)



[CLICK HERE TO PURCHASE](#)

The *original* gratitude journal.

VOGUE
BUSTLE
Entrepreneur
lifehacker
goop
BUSINESS INSIDER
POOSH

The
FIVE-MINUTE
JOURNAL

1.7+ MILLION
SOLD

Science-backed guided gratitude journal
based on proven psychology principles.

BONUSES FOR YOU

The other day I was Planning my content for the week so I thought to share with you **MY CONTENT PLANNER**

This is how is made:

CONTENT PLANNER								
Content Idea ▾	How I will film it ▾	Inspo ▾	Caption outline ▾	Post Type ▾	Date to Post ▾	Filmed/Created ▾	Edited ▾	Posted ▾
	Me while walking...		HERE THE HACK...	Reel ▾		☒	☐	☐
	Me sitting and writing		UNPOPULAR OPINION WARNING	Story ▾		☐	☒	☐
	Me drinking a coffe...			Post ▾		☐	☐	☒
				▾		☐	☐	☐
				▾		☐	☐	☐
				▾		☐	☐	☐
				▾		☐	☐	☐
				▾		☐	☐	☐
				▾		☐	☐	☐

DOWNLOAD



Sites where you can find amazing hastags:

- <https://app.ritetag.com/hashtag-suggestions>
- <https://all-hashtag.com/>
- <https://hashtagify.me/hashtag/summer>

+ If you are lookinf for Keywords:

- <https://tools.wordstream.com>

CONCLUSION

Embrace Your Journey

LEARN MORE



In wrapping up, embrace your digital and affiliate marketing journey with a big smile and an open heart. Each step you take, whether big or small, is a win in itself. Trust in your abilities, stay positive, and remember to enjoy the ride. Your journey is filled with endless possibilities and exciting adventures waiting to unfold. So, keep going, keep growing, and let your enthusiasm light the way. You've got this! 🌟

ELLIES

WHAT COMMUNITY SAY:



Laurie Lowe

19h ago in Testimonials

• \$7K less than a MONTH !

I'm just so grateful for UBC! This was honestly a life changing the fact that I generated \$7k less then a month is honestly breath taking ! I can't wait to see what will happen by the end of this month 🥰 IG:



Darya Happy

3d ago in Testimonials

FIRST SALE!!! 🎉

I made my first UBC sale last night!! . grateful for this course ❤️

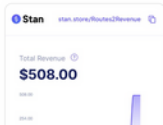


Gina S

21h ago in Testimonials

Testimony! 🌟

Hi Everyone! After 5 weeks of having UBC and being in this space for 8 weeks, I got my first course sale!!! I want everyone to know that if you keep working towards your goal, it will happen! Stay positive, motivated, and consistent. You got this! Cheers to onward and upward 💖



Watch (5)



Sarah Journey

12h ago in English

• First Coaching Client!!!!

You guys!!! 2 weeks in and not only am I selling the course, but I also just got my first coaching client! I am SO excited! This has been amazing!



Imani Lee

3d ago in Testimonials

• Testimonies 🌟

Hey all, I made my FIRST UBC sale after launching 3 weeks ago. I share this with you all and hope it inspires you to keep going and t

IF YOU WANT TO CHAT OR
YOU'LL HAVE ANY QUESTIONS
REACH ME OUT HERE:

@ELLIES_DIGITALMARKETINGMOM

ELLIESMMW@GMAIL.COM