

## Clickbank Marketing Secrets

### MINDMAP

#### **Your CB success depends on the NICHE you choose**

How failed marketers choose niches

- they think it's personally 'hot'
- they focus on popularity (gravity)
- they copy someone else (blindly)

How winning CB marketers choose niches

- they find traffic first
- they figure out how others market to that traffic
- they create a VALUE-DRIVEN marketing platform to push CB products (usually a mailing list)
- they use a 3 LAYER CONVERSION SYSTEM

#### **How the 3 Layer Conversion System works for CB marketing**

Fact: people looking to buy your CB product are looking to solve problems

Fact: they are not looking to hand you cash as their top priority!

Convert this need into cash in your pockets

Layer 1: Content that discusses their problem

- \* Establishes your authority and credibility

Layer 2: Content that lays out their options

- \* Get them to like your option / build up credibility and trust

Layer 3: Content that sells the CB product you're pushing through COMPARISONS

- \* comparative review format
- \* get reader to pick your recommended solution due to the trust you've built

Why use a 3 Layer approach

- Too expensive to promote a CB link directly (you haven't qualified them)
- Walk reader through KLT sales process
- More versatile promotions strategy – promote LEVEL 1 content (innocuous – not obvious spam)

#### **CB Marketing Secrets Overview**

I selected these since you can do these yourself manually or you can hire virtual assistants to do these

#### **Quora Answer Marketing**

- What it is

Global Q+A platform

- How it works

Someone asks a question / you post an answer that relates directly to question and message in mention / facts from your LEVEL 1 content

- Pros

- \* high traffic
- \* lots of niches

- Cons

- \* visibility of answers need upvotes
- \* click throughs depend on quality of answers
- \* only certain % of your answers can be promotional in nature – if you promote too much, you get banned

### **Blog posts that Use Facebook Comments**

- What it is

Blog posts targeting your niche keywords  
Blogs using FB comments plugin

- How it works

Do SE search using your niche search string and FB comments  
Post comment and answer post and relate to your LEVEL 1 content using shortened link

- Pros

- \* highly targeted traffic
- \* sticky/permanent

- Cons

- \* low volume traffic
- \* click throughs depend on quality of answers

### **Forum Marketing**

- What it is

Online message boards that talk about topics related to your niche  
Directly related vs indirectly related

- How it works

Discuss / Become credible / Share 3<sup>rd</sup> party content / then message in your Level 1 link

- Pros

- \* highly targeted traffic

- Cons

- \* low to mid-volume traffic
- \* click throughs depend on quality of answers
- \* many forum members are sensitive to spam so you need to post a lot before dropping links

## **AutoTwitter Marketing**

### - What it is

Build a following through curation / following / use targeted hashtags

Passively publish your content to get targeted traffic to your site

### - How it works

Curate niche-related materials

Get massive list of niche-related hashtags

Rotate 3<sup>rd</sup> party content with your Level 1 / Level 2 / Level 3 content on your Twitter feed

Follow accounts your competitors follow

### - Pros

\* Can be completely passive / automated

\* niche targeting through hash tags

### - Cons

\* traffic varies quite a bit

\* follower volume depends on quality of curated content

\* you have to follow your competitors' followers

## **AutoFacebook Marketing**

### - What it is

Build a following through curation on your FB page

Republish your page posts on niche-related groups to get a following

### - How it works

Curate niche-related materials (top performers in terms of engagement)

Rotate 3<sup>rd</sup> party content with your Level 1 / Level 2 / Level 3 content on your FB page

Syndicate your FB content on niche related groups to get FB page likes

(Alternative: build a group and add active posters to niche groups and niche pages you monitor)

### - Pros

\* Can be completely passive / automated

### - Cons

\* traffic varies quite a bit

\* you have to syndicate your FB page links to other groups

### Shortcut

Hire a VA from Cognoplus.com Fiverr.com or Freelancer.Com

## **How To Select a Niche Product To Promote – THE SMART WAY**

Step #1: List out your personal interests

Step #2: Filter by demand (search volume)

Step #3: Filter by competition (search box numbers)

Step #4: Enter into CB Marketplace and pick by relevance

Step #5: Use all products at first

Strategy: promote all products on your site first / pick the top 3 winners and stick to them

NOTE: Gravity is not really all that helpful because of different circumstances

### **How to Get your Niche target keywords**

Select your product targets

Find websites promoting your target products and reverse engineer their keyword targets

Use Google Keyword Planner Tool

What are you going to do with your keywords?

- Use these to find places to promote
- Incorporate into your content
- Turn these into questions for Twitter

### **Quora Answer Marketing**

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Global Q+A platform

- How it works

Someone asks a question / you post an answer that relates directly to question and message in mention / facts from your LEVEL 1 content

Step by step directions

Step 1: Use your niche keywords to get questions re your niche

Step 2: Filter questions based on how you can use your LEVEL 1 materials to answer them

Step 3: Answer 10 to 15 questions before answering your first niche-related question

Step 4: Answer your niche-related question by

- \* addressing the question directly
- \* quoting materials from your resource (LEVEL 1)
- \* dropping the link to level 1 by saying SOURCE:

Step 5: Answer 10 to 15 other questions before answering your next niche-related question

\* Drop other links (curated content) for your other answers

Step 6: Drop your target link (LEVEL 1) 15% of your total posts and DO NOT COPY AND PASTE

\* otherwise, you might get banned for spamming

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Do SE search using your niche search string and FB comments

Post comment and answer post and relate to your LEVEL 1 content using shortened link

Step by step directions

Step 1: Use your target keywords in Google to find blog posts about your niche that use the FB comments plugin

Step 2: Go through each result and see if you can message in your LEVEL 1 content link (use link shortener)

Step 3: Do not post worthless responses (hey good post, etc) / Actually ENGAGE the poster / raise points / raise questions / tie post to your content's main posts

Step 4: Don't be afraid to skip a blog post if there's no direct fit to your LEVEL 1 content

Step 5: Pace yourself

Shortcut: Cognoplus.com or Fiverr.com VA's

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Discuss / Become credible / Share 3<sup>rd</sup> party content / then message in your Level 1 link

Step by step directions

Step 1: Use google to get a massive list of forums in your niche or related to your sub-niche / Find either direct forums or sub-forums / or worse.... off-topic / general chat sections

Step 2: Create a 'real looking' account complete with picture / bio / etc

Step 3: Post 50 to 100 times before to establish a track record / don't drop links yet

Step 4: After 100 posts, drop high quality 3<sup>rd</sup> party links 30% of the time

Step 5: After 200 posts, drop your own Level 1 link as a response

Step 6: Drop Level 1 as a discussion thread after 300 or more posts

Alternative: find sub-reddits and post there

Do not use sig spam

Do not spam and leave

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Rotate 3<sup>rd</sup> party content with your Level 1 / Level 2 / Level 3 content on your Twitter feed

Follow accounts your competitors follow

Step by step directions

Step 1: Use your keywords to find high engagement content using BUZZSUMO or some other tool

Step 2: Find your competitors on Twitter and find their keywords

Step 3: Load Hootsuite with Buzzsumo-retrieved high engagement content and autopublish in rotation with your Level 1 / 2 / 3 content – rotate your target hashtags

Step 4: Follow your competitors' most active REAL followers

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Step by step directions

Step 1: Use your keywords to find high engagement content using BUZZSUMO or some other tool

Step 2: Use your keywords to find FB pages and groups in your niche

Step 3: Post high quality Buzzsumo-detected 3<sup>rd</sup> party content on your page or group (Use autopublishing tool like Hootsuite)

Step 4: Engage with other niche-rated FB pages and groups – build credibility

Step 5: Drop 3<sup>rd</sup> party links in addition to engagement posts

Step 6: Drop your site's links from time to time / keep engagement posts going